Integrations

Acoustic ZenDesk Sell Suggestions

Title:

Technical Marketing Manager

Authors:

Paul Kitchener

Date:

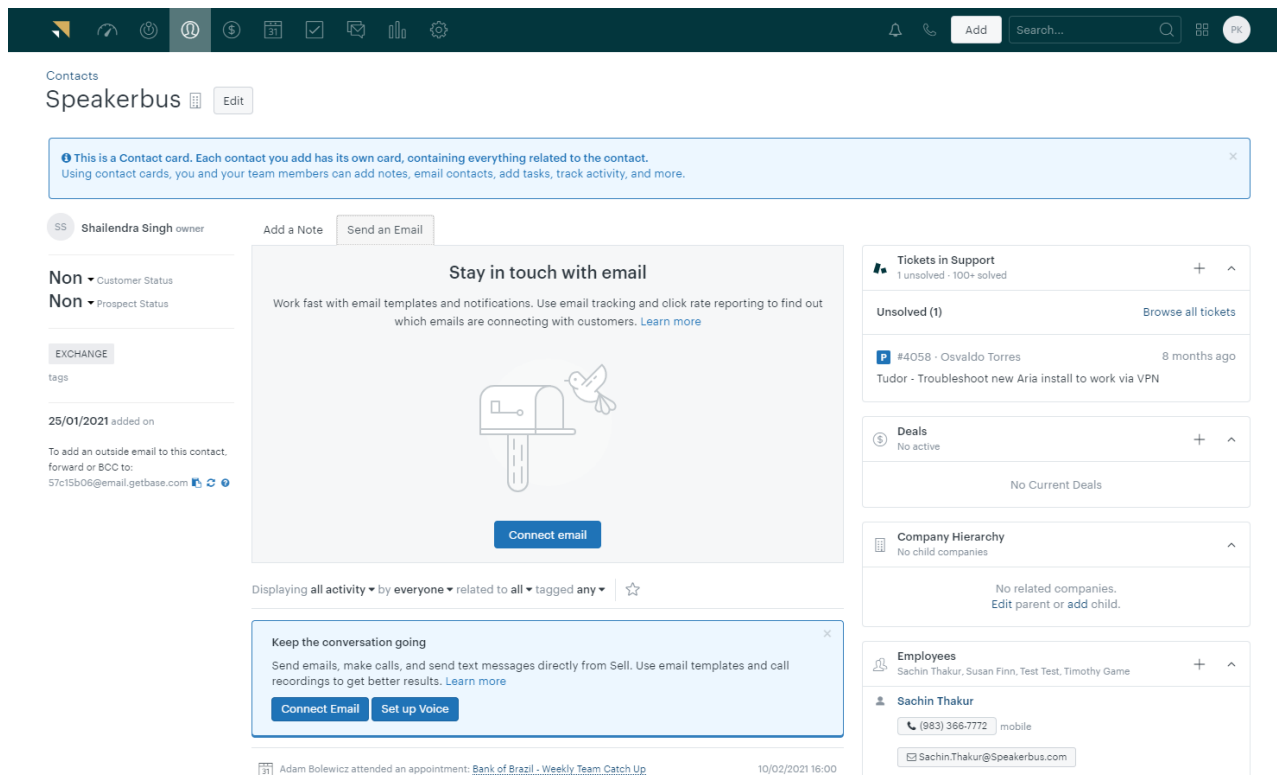11 Feb 2021

Contents

Contacts/Lead email

Zendesk application allows users to connect to Outlook to send emails. However, it would make sense to have the acoustic 'button' or 'Tab' available in these panes.

You might also want to see:

- What programs they are in.
- Add them to programs
- Remove them from programs
- Widget (above righthand side)- could show interactions on Email

Currently when you select contacts email icon appears but this is limited to 300 a day.

The email option is currently triggered by ticking the tick box and clicking the email icon. An Acoustic icon could maybe be added to this list.

Smart Lists

ZenDesk Sell does not currently have a campaign option. They instead recommend using 'Smart Lists' to combine contacts.

We would need a way to use these grouped clients to send bulk emails too. For example, send an email to all Clients in the United States.

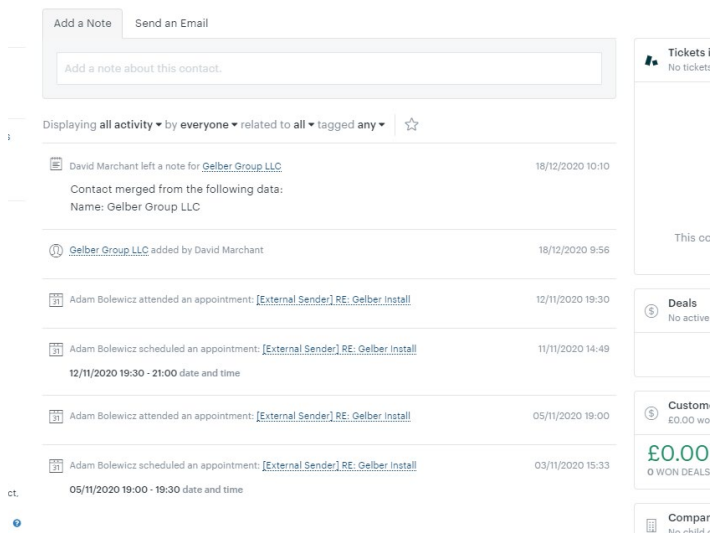In SFDC we have a send 'Silverpop Email button' to trigger the bulk send to a campaign group.

Database Linking

The database should be synced between ZenDesk Sell and Acoustic. This should allow fields to be pushed from and too Zendesk.

We should be able to map field between the two platforms.

Alerting of Activity in Zendesk

When a client has clicked/interacted with a tracked email this activity should be displayed in the notes section of the company/contact.

Scoring Alerts would also make sense to push a note on to the note screen of the company/contact.

Insight Reports

We currently have 'contact insight' section on SFDC - this shows all the emails, links clicked on website etc. We would like to replicate something similar on ZenDesk Sell. It also allows the user on SFDC to see what the emails sent were. This is useful as most sales members don't use the Acoustic portal.

Tags

Zendesk does not currently have a campaign section, they do have a 'Tag' feature these can be added to Leads and Contacts. My suggestion would be to automatically add these to contacts/leads when they are sent bulk mail or in programs so you can filter and search on them later.