

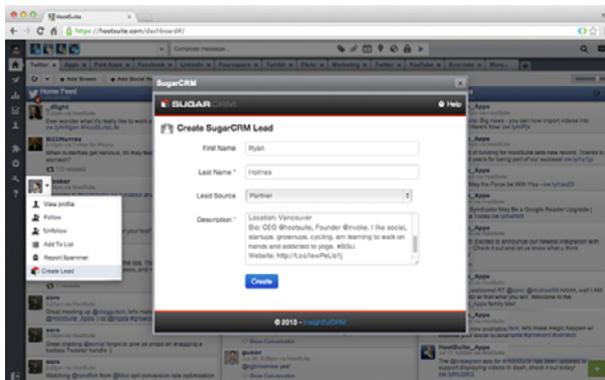
# Create Extraordinary Customer Experiences

with the SugarCRM Hootsuite Integration

The convergence of social media and CRM is enabling businesses to build stronger relationships throughout the customer lifecycle. Marketing, sales, and customer service teams can share social insights and apply them to every interaction, driving revenue through deeper customer engagement. When integrated effectively across teams and departments, social media and CRM can deliver a significant, measurable impact to the bottom line.

## Sales Teams

The public forums of Twitter, Facebook, and other social networks have become prime channels for lead generation and prospecting. Leads found on social media are typically much warmer, and of a higher quality, than leads found on other channels as they are based on real-time insights and personalized conversations. With integrated technologies for social media and CRM, businesses can empower sales teams with better leads and deeper customer intelligence.



*Sales teams can quickly identify and create Leads and Cases within SugarCRM from social media profiles and messages found within the Hootsuite dashboard.*

- Generate more leads by expanding traditional sales channels and tapping into opportunities discovered on social media
- Qualify leads faster with real-time insights from social activity and conversations

## Customer Service Teams

Customers are increasingly turning to social media for customer service, challenging organizations to provide consistent and rapid assistance. Businesses that do not have the platforms and strategies in place to field comments and complaints are at a significant disadvantage. Using Hootsuite, teams can proactively identify customer service issues voiced on social networks, create cases in SugarCRM, and follow up as necessary.

- Increase customer satisfaction levels by quickly identifying and resolving customer questions and complaints discovered on social media
- Enrich customer records with social activity and data to deepen customer relationships

Request a custom demo today by visiting <http://socialbusiness.Hootsuite.com/sugarcrm.html>

# About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting [enterprise.Hootsuite.com](http://enterprise.Hootsuite.com)

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