

# Standard & Poor's trust Clicktools to care for their clients' Satisfaction Results



Standard & Poor's has been established for over 150 years and is known worldwide as a leading provider of financial market intelligence, employing over 10,000 people.

## The Story

Raj Bansal, Senior Director, Global CRM, manages and maintains all work and activities for Standard & Poor's CRM. In 2007, the client services group, which conducts weekly client satisfaction surveys, set a requirement for Raj to automate this process.

S&P asked Clicktools to provide them with a survey tool which they could integrate seamlessly into Salesforce. It was imperative that the tool link client satisfaction survey responses to support cases in their CRM.

Clicktools seemed an obvious choice, and Raj adds, "We chose Clicktools for two clear reasons, integration with Salesforce and the level of support we required. We needed help to evaluate a lot of things at the beginning and working with Clicktools really simplified the project."

With Clicktools smooth and seamless integration into Salesforce, S&P had implemented Clicktools within a matter of days. "We couldn't believe that we had so little to do, and when we went live the automation of manual processes made a big difference to costs."

S&P is continuing to expand and extend their use of Clicktools throughout their organization and recently launched a Web2Case form. "I am very happy with Clicktools and will definitely recommend adoption throughout S&P in the future."

*"The unique feature that makes Clicktools our product of choice is its seamless integration with Salesforce."*

Raj Bansal – Senior Director, Global CRM

## Client:

Standard and Poor's

## Clicktools Primary Use:

- Weekly Satisfaction Survey

## Challenge:

- S&P required an online survey tool that integrated seamlessly with Salesforce

## Main Wins:

- Reduced costs
- Simplified processes
- Improved levels of Service

For a FREE demo contact the Clicktools team:

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