

# Transform Your Customer Service Delivery by Integrating Higher Logic Community & Salesforce CRM

## About Higher Logic-Salesforce Connector

KaseSync, a Higher Logic-Salesforce Connector empowers you to establish a bi-directional sync between your Higher Logic community and Salesforce CRM. Users can easily escalate cases without leaving the community, while your support teams can respond directly from the CRM platform. This integration enhances your service productivity, all while reducing support costs.

## Advantages of Integrating Higher Logic Community & Salesforce CRM

- Efficient Knowledge Sharing
- Enhanced Support Productivity
- Streamlined Case Escalation
- Automated Support Workflows

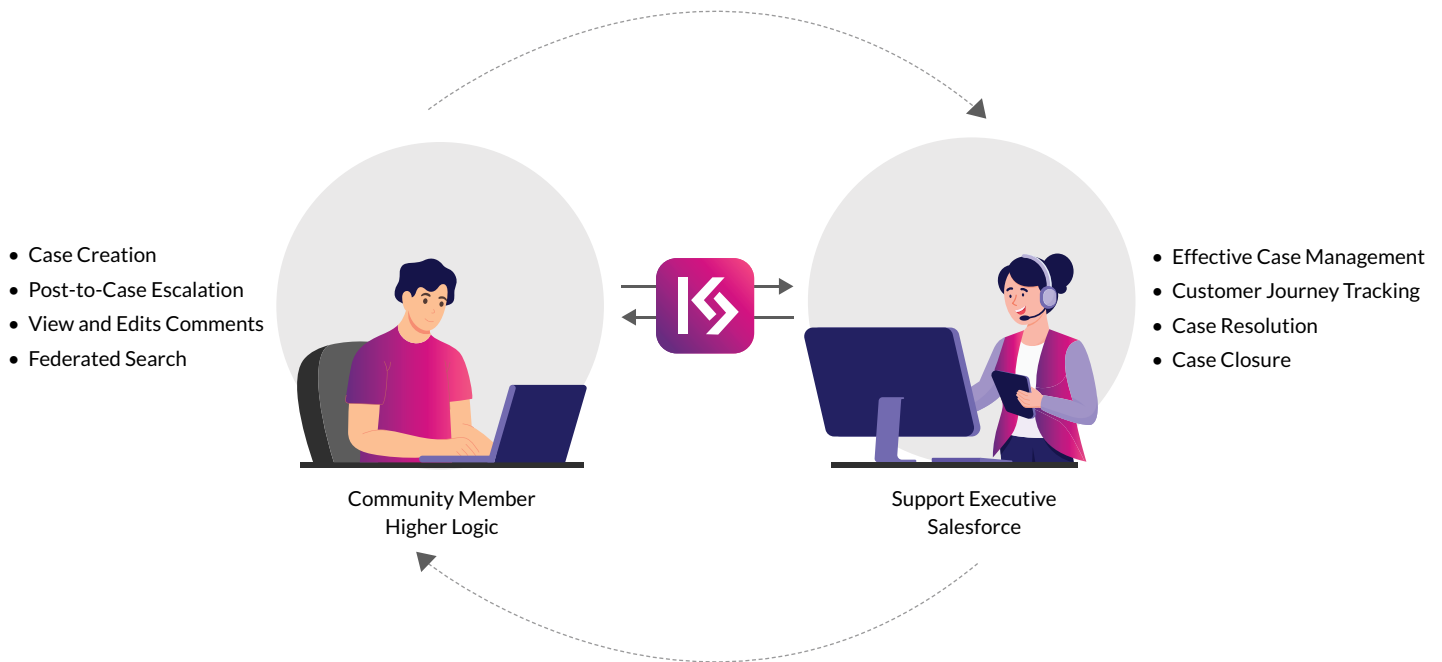
## Understanding the Critical Business Challenges

- Surge of Repetitive Queries
- Exponential User Licensing Costs
- Inability to Track Customer Journeys
- Inefficient Support Processes

## Fundamental Features of KaseSync

- **Comprehensive Partner Support:** Enable registered partners to support their customers by commenting and viewing updates on ongoing cases on their behalf.
- **Rapid Case Escalation:** Enable customers to escalate cases directly from the community without switching to the CRM platform, ensuring a seamless support experience.
- **Robust Bi-Directional Sync:** Integrate community and CRM platforms for hassle-free support delivery with bi-directional data synchronization.

- **Effective Case Management:** Manage your cases efficiently with data integration. Provide users with current case statuses and complete histories, streamlining effective case handling.
- **Real-Time Customer Journey Tracking:** Monitor customer activities and user journeys with unique analysis to expedite support and enhance overall CX.
- **Seamless Knowledge Base Integration:** Integrate cases, comments, attachments, knowledge base, and user configurations on both community and CRM platforms.
- **No Media Attachment Size Limit:** Higher Logic community-Salesforce CRM integration with KaseSync removes the file size limit of maximum of 25 MB and 4,000 characters.
- **Automated Post-to-Case Escalation:** Swiftly escalate community posts to Salesforce CRM cases based on predefined rules, ensuring prompt and accurate customer support.



## About Us

At Grazitti Interactive, we believe in the transformative power of innovation and technology to drive business growth. As a leading provider of digital services, we specialize in helping organizations harness the potential of AI, emerging technologies, and digital platforms to create customized solutions that cater to their unique needs.