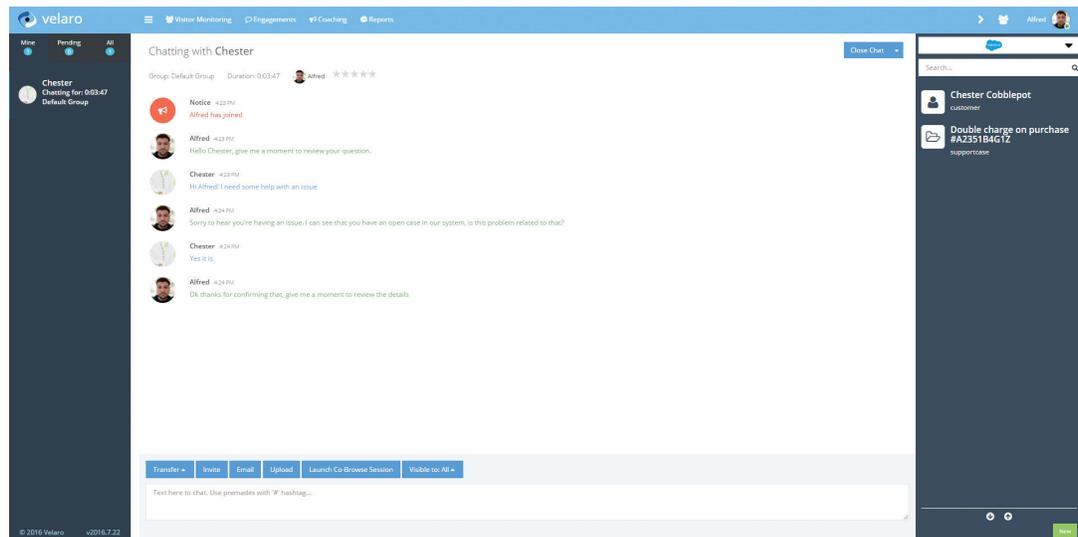## velaro

Make the most of your Salesforce investment and gain a 360-degree view of your customers by integrating your CRM with live chat software built for the enterprise.

Velaro makes it easy for your customer service staff to find a Salesforce record without opening a new window.

Why Integrate Live Chat with Salesforce

In today's fast-paced, omni-channel world, customers expect your customer service agents to know their preferences and history as soon as an interaction begins. They don't want to wait while you look up their records, and they won't tolerate having to give the same information over and over again.

By integrating your website live chat solution with Salesforce – the engine behind thousands of business across the globe – you can give your support staff one-click access to a 360-degree view of the individual with whom they're chatting. Purchase history, service records, past interactions, location, contact information – it's all there.

But beware: All live chat products that work with Salesforce are not the same. In many cases, the touted "integration" is little more than a link to a separate Salesforce window. This situation creates few efficiencies for the agent, and does not effectively send new chat data back into the CRM. For the enterprise, that's simply not good enough.

Then there's Velaro – the live chat solution that helps you get the most out of Salesforce ... and your customer service and sales teams.

Velaro Live Chat for Salesforce

Velaro gives you and your agents the enterprise-grade tools to truly engage users, accurately measure and analyze results, and foster a culture of continuous improvement within your customer service department and contact centers. With Velaro, you can:

- Instantly view Salesforce data without ever leaving the chat window.

- Create new Salesforce accounts and contacts directly within the live chat solution.

- Append live chat transcripts, metadata and survey results to Salesforce records with a single click – minimizing the burden on customer service staff, and increasing adoption rates.

And because Velaro – like Salesforce – runs in the cloud, there's never any hardware to maintain, and no required software downloads. Dive deep into any aspect of the customer lifecycle without ever leaving your browser – any time, anywhere, on any device.
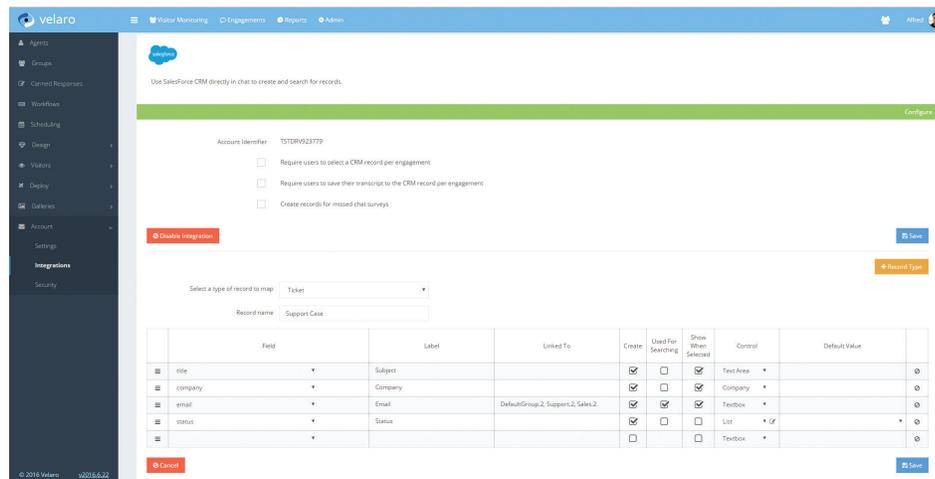
Make Every Chat Better Than the Last™

Customer behavior and expectations are changing constantly. Your live chat platform needs to keep up. Velaro's **Live Chat Performance Management** capabilities make it possible.

With Performance Management, managers can direct and assist customer service agents in real time with chat shadowing or review transcripts and reports to look for coachable moments. Customers can provide feedback on entire chats or individual responses. And conversions and sales data can be matched to scripts and other agent-level behavior to definitively determine ROI and KPI hit rates.

Live Chat for Salesforce – and the Rest of Your Business

Velaro is more than simply a live chat platform that integrates with Salesforce. It's a powerful, full-featured, real-time customer engagement engine, with features and functionality that far eclipse Salesforce's baked-in live chat product. Go beyond answering prospect questions and turn your contact center into a consistent, measurable and sustainable driver of customer satisfaction and revenue growth.

If your business runs on Salesforce, you don't just need live chat. You need Velaro.