

# Clicktools saves Fortune 500 Company \$350,000 year over year!

A Fortune 500 company that prides itself as the world's leading source for business information saved \$350,000 year over year with Clicktools. As a global brand with high customer service levels, they offer training, webinars and awareness courses to every user of their product.

## The Story

Clicktools works with the support operations team of this global organization to manage the customer registration and participation in web based training. By seamlessly integrating the registration and attendance results into their Salesforce CRM, they are able to view each contact's history, attendance at courses and level of education in one place.

"We were outsourcing much of this process before and spending \$55,000 each month. Having just invested in Salesforce, we chose Clicktools because of their seamless integration. After just 1 month this global brand saw a full return on their investment. I was impressed with how easy Clicktools is to use and how quickly you can get started. It's brilliant."

As a Fortune 500 organization, our client needed to ensure that every training course had clearly defined business rules and processes behind it to maximize its impact and ensure customer experience was as they intended it to be. "I was really pleased with the creativity and thought leadership demonstrated by the Clicktools implementation team. They addressed all of our requirement challenges with solutions that were easy to implement and simple to understand. Paying such close attention to detail at the early stages has created a truly scalable solution."

Once they had tested and confirmed that all business alerts, processes and triggers worked correctly, our client extended Clicktools for all their web based training courses. "I really believe that if you spend the time designing these processes, Clicktools makes the rest easy. We have been able to roll out an additional 26 courses in just 4 months. That's amazing!"

Clicktools is so simple to use that our client rarely needs support. "When we do need support, we find the resolution quick and the team extremely helpful. We are so pleased with Clicktools and its performance. It's a powerful tool that's simple to use. I'll definitely be promoting Clicktools throughout the whole organization."

*"When you save your organization \$350,000 year over year with a simple tool like Clicktools, it's hard not to be impressed."*

Clicktools Buyer –  
Fortune 500 Organization

## Client:

Fortune 500 – Global Business Information

## Clicktools Primary Use:

- Transactional Customer Surveys
- Customer registration for Web Based Training

## Challenge:

- To automate the customer registration process for web based training
- To create a scalable, robust environment
- To integrate customer web based training, registration and participation with CRM

## Main Wins:

- Saved \$350,000 year over year
- Realized ROI in 1 month
- Integrated seamlessly with Salesforce CRM

For a FREE demo contact the Clicktools team:

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Clicktools – AppExchange Customer Choice Winner in 2008/9

