

December 12, 2019

## MindTouch Enhances Salesforce Integration for an Improved Customer and Agent Experience

Integration offers Salesforce customers faster access to the right knowledge from within Salesforce Service Cloud or Community Cloud

SAN DIEGO — MindTouch, a leading provider of enterprise-grade, AI-powered [knowledge management solutions](#), has enhanced its Salesforce integration to provide a better customer experience and drive measurable return on investment for contact centers.

MindTouch has enhanced its [Salesforce Service Cloud integration](#) by enabling agents to search, view and create articles based on submitted cases from within their user interface with the option of an embedded tool to practice Knowledge-Centered Service methodology. KCS methodology is a set of best practices for creating and maintaining knowledge faster and more effectively.

“As a [KCS™ v6 Verified solution](#), MindTouch gives agents best practices for content creation from within their Salesforce interface as part of their daily workstream, thus making it easier and faster to proliferate knowledge,” said Connie Quach, vice president of product for MindTouch. “More articles of higher quality means agents are more productive and customers are more likely to find what they need via self-service.”

The integration also includes an “Insights” feature that shows agents what customers have already searched for and viewed so agents can provide faster, more effective service.

The company’s new [MindTouch for Salesforce Community Cloud](#) integration now enables customers to search for MindTouch-powered knowledge from within Community Cloud.

“Our integration promotes a better self-service experience by giving users within Community Cloud access to both peer-to-peer Community knowledge and authoritative knowledge from MindTouch,” Quach said.

The integration also gives customers possible resolution through suggested articles when they’re submitting support cases from the Community Cloud site.

“By automatically serving up articles that might resolve customer issues at this final phase of self-service, our integration helps further deflect cases while improving the customer experience,” Quach said. “By reducing live interactions, contact centers can potentially save hundreds of thousands of dollars.”

MindTouch designed its platform to easily extend beyond CRM systems to give organizations a single point of truth.

“Our platform gives employees, agents and customers a consistent, personalized and effortless experience wherever their journey starts or ends,” Quach said. “And because of the way we structure knowledge, organizations can start with an agent assistance solution and extend it for public-facing self-service with virtually no effort and unlimited scalability.”

MindTouch offers [comprehensive services](#) backed by knowledge experts to ensure deployment success. Services include implementation, project management, education and training, support, and KCS consultation and best practices.

For more information about the MindTouch for Salesforce integration, visit: <https://mindtouch.com/product/salesforce>.

## About MindTouch

MindTouch is a leading provider of enterprise-grade, AI-powered [knowledge management solutions](#) for mid-size to large organizations. Its knowledge management platform includes solutions for [customer self-service](#), [agent assistance](#) and [departmental knowledge](#). Focused on the customer experience, MindTouch is trusted by some of the largest global brands to extend knowledge when it's needed, where it's needed and how it's needed. The result is faster, more consistent and more personalized customer service, along with increased productivity, improved operational efficiencies and reduced costs.

The MindTouch platform was designed for rapid deployment and integrates easily with CRM systems, contact center solutions, communities and chatbots. MindTouch has received JMP Securities' Hot 100 Software Companies Award, G2Crowd's Best Software for Customer Service Award, and the TrustRadius Top Rated Customer Experience Management Platform Award. MindTouch serves more than 340 companies worldwide. It was founded in 2005 and is headquartered in San Diego, California.

Visit [MindTouch](#) on [LinkedIn](#), [Facebook](#), [YouTube](#), [Twitter](#) and the [MindTouch blog](#).

*©2019 MindTouch, Inc. All rights reserved. MindTouch and the MindTouch logo are trademarks and/or registered trademarks of MindTouch, Inc. All other company names and logos may be registered trademarks or trademarks of their respective companies.*

## Contact

Christine Holley  
Sr. PR Account Executive  
MindTouch  
[christineholley@mindtouch.com](mailto:christineholley@mindtouch.com)  
804.986.7184