

# Enabling an informed sales team

➤ Sales personnel want full visibility of what is happening within their accounts.



*Thousands of brands trust Feefo to independently collect reviews from their customers.*

Feefo's sales team and technical support teams are using different underlying applications meaning that sales (using Microsoft Dynamics) could not see open support tickets (managed within Freshdesk). Seamless is pushing ticket data from Freshdesk into Dynamics to give the sales team complete visibility.

The screenshot shows the Recursyv interface on the left, displaying a list of open tickets. On the right, the Dynamics 365 interface shows a table of active cases. Blue arrows numbered 1 through 6 point from the tickets in Recursyv to the corresponding rows in the Dynamics 365 table, demonstrating the data synchronization.

Case Title	Case Number	Priority	Origin	Customer	Owner
Kit bag issues	CAS-01028-L3V5N4	Low	Email	UAC Team Emirates	
Need to change pedals	CAS-01027-D1Z2V0	High	Phone	Christophe Laporte	
Needs 12/32 for Alpine stages	CAS-01031-S2T3T0	Normal	Web	UAC Team Emirates	
Puncture, rear wheel	CAS-01032-V3F9K4	High	Phone	Daniel Navarro	
Race radio not working in car 4	CAS-01029-N4Q8V0	Low	Email	Dave Bralford	
Spoke snapped	CAS-01030-Q1Q9N6	High	Phone	Arnaud Demare	



Seeing a list of open support tickets ensures that the sales staff are well informed before and during any outbound calls.



Drilling down into individual tickets allows the sales team to have up-to-date information on progress of issues in their client base.



The integration requires no user intervention and updates frequently. Recursyv proactively monitor for data load failures and inform the client if they have occurred.



The service is built within Microsoft Azure, taking advantage of the resilience, scalability and security of industry leading cloud services.



Seamless is an integration service that connects business applications. New integrations can be setup within just a few weeks.