Grazitti Interactive®
Marketing for Digital Natives

IdeasPro™

REIMAGINE HOW YOU MANAGE IDEAS IN SALESFORCE CLASSIC AND LIGHTNING EXPERIENCE

All of today's successful products and even businesses were once just an 'idea'. That's why you see management within organizations encourage employees to come up and share ideas to improve business processes and their services/product quality.

Owing to the age of the consumer, companies are increasingly involving their customers in the ideation process and providing a platform to them to share their ideas. For the same purpose, Salesforce offers the 'Ideas' component in Experience Cloud.

With the arrival of Lightning Experience (LEX), an increasing number of companies are switching to it. But all Salesforce users are well accustomed to the fact that Ideas component is not yet supported in Lightning Experience, forcing them to switch between Classic and LEX to access ideas.

To help overcome this pitfall and to offer more advanced ideas management features, IdeasPro is the best bet. It is an advanced version of the standard Ideas component that redefines Ideas management and is supported in both Classic and Lightning Experience. This highly customizable product by Grazitti is powered with 20+ out-of-the-box functionalities that offer the most advanced, comprehensive ideation solution to fuel growth and business values.

Benefits

- Improved brand transparency and loyalty

- Better internal and external insights

- Enhanced business value from your community

- Increased innovation and rapid ideation

- Greater adoption of user ideas for growth

Features

IdeasPro enables users to avail multiple features as specified below:

1. **Idea Account Mapping:** As soon as the community users create/like an idea or comment on an idea, their accounts are mapped. This helps keep a track of every step in the idea creation and management process

2. **Profanity Prevention:** Using this functionality, users can define abusive words so that they can be blocked. By doing so, you can prevent posting of ideas/comments that include those words.

3. **Idea Merge Scheduler:** It is an out-of-the-box functionality that allows the merging of duplicate/similar ideas under a parent idea. It obviates duplication or clusters of ideas, thus ensuring the systematic arrangement of ideas

4. **Email-to-Ideas:** This enables auto-conversion of incoming emails (on ideas email) into ideas and logs them into the Salesforce instance. Time and cost-effectiveness are some of the pros associated with it.

5. **Idea Deflection:** IdeasPro controls the creation of duplicate ideas by suggesting the existing idea and article (if enabled) when a community user tries to post an idea that already exists in the system.

6. **Idea Category Subscription:** Users can subscribe to any idea category. Whenever an idea is created or there is any update on an existing idea in their subscribed category, they will be notified.

7. **Multiple Attachments on Ideas:** While standard Salesforce functionality lets users add only one attachment on an idea of maximum 25 MB, IdeasPro allows adding multiple attachments to an idea with an extended size limit. This facilitates the easy transfer of heavy files and data depending upon user requirements.

8. **Votes Threshold:** Users can dynamically update status based on Vote/Comment count using this extensive feature.

9. **Status Color Mapping:** This feature allows assigning colors to various statuses to better highlight them to the users in Ideas LEX as well as community pages. For example - green color to highlight the status of Delivery of an idea.

About Us

IdeasPro is a product by Grazitti Interactive, known for its digital business solutions. With a team of 200+ Salesforce-certified experts, we have helped 1000+ global customers optimize their operational efficiency and maximize their Salesforce ROI. Apart from Salesforce and CRM, we are a leading services provider in horizons like Online Communities, Marketing Automation, and Data Analytics.

For more info about IdeasPro or any of our other services or products, shoot us an email at info@grazitti.com.