

# Seamlessly Integrate Salesforce® and Jira

Impeccable Cross-Functional Collaboration. Superior Customer Experience.  
Better Customer-Centricity

Companies—from startups to enterprises—have well-adapted to the subscription economy in the past few years. This has made ‘customers’ the center of attention. Not just that, this trend has also made it easier than ever to switch brands. A customer will only remain with you if they feel like they are being heard.

To understand what customers want, companies need a cohesive view of their customers' lifecycle. Eventually, going omnichannel is your gateway to delivering flawless engagement and becoming customer-centric. The only thing that could prove to be an Achilles heel is the lack of cross-functional collaboration.

Sinergify is the one-stop solution you need.

If your customer-facing and back-end teams use Jira and Salesforce ecosystem, Sinergify helps put an end to siloed interactions, brings them on a common platform and thus, enabling closed-loop feedback process. The connector helps establish a secure and controlled bidirectional flow of information between Salesforce products [Sales, Service, Community, Marketing Cloud, etc.(all standard and custom objects)] and Jira (Software, Core, Service Desk, Ops) hosted on both on-cloud and on-premises version.



## The team-wise benefits that Sinergify offers are:

### 1. Customer Support

- Single-click case escalation to the engg. team
- Actively manage Jira issues from Salesforce
- Improved SLA compliance
- Timely resolution of customer cases

### 2. Product Team

- Direct access to Voice of the Customer (VoC)
- Profound insight into customer queries and ideas
- Streamlined product road-mapping

### 3. Sales Team

- Cohesive look of the customer's journey
- Improve lead closure rate
- Better customer retention

### 4. Business Process Team

- Exemplary cross-functional collaboration
- Smoother workflows across departments
- Powered up business process efficiency

### 5. Engineering Team

- Easy creation of Jira issues and linking with Salesforce cases
- Better prioritization of issues to be resolved
- Clear visibility into customer queries

## Features

- 1. Configure easily :** Get started quickly using the installation guide that we provide. Sinergify is so easy to configure that even a layperson can do it. If you want assisted configuration or want some customizations for your business processes, our experts will be more than happy to help you out.
- 2. Sync bidirectional flow of information:** Sinergify enables a controlled bidirectional syncing of data between Salesforce and Jira. Thus, enabling improved collaboration among teams.
- 3. Advanced reporting:** You can gain significant insights into the cases linked with Jira issues like the total number of cases for which the Jira issue has been raised, consolidated view of cases linked with Jira by Jira status, etc.
- 4. Advanced search capability:** Your team using Salesforce can leverage the advanced search to search for similar issues before escalating a case to the concerned teams.
- 5. On-demand integration:** If you are using tools other than Salesforce and Jira and are looking to integrate those as well, our team of integration experts can help you with that.

## Our Customers



## Experience the Most Flexible, Easiest, and Securest Way to Integrate Salesforce® and Jira



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## About Us

Sinergify is a product by Grazitti Interactive, a digital innovation leader with extensive experience in developing solutions that unlock data insights, increase operational efficiency, and drive customer success. Grazitti's experts enable companies of all sizes, including Fortune 500 enterprises to implement, customize, configure, optimize, integrate, and manage solutions like CRM, Marketing Automation, Online Communities, and Data Analytics.