

# MERIDIAN GLOBAL INSIGHTS FOR SALESFORCE



## GAIN INSIGHTS. EMPOWER SALES & MARKETING. INCREASE REVENUE.

Meridian Global Insights for Salesforce™ modernizes the way organizations deliver learning to their network of employees, partners and customers by enriching learning data with the power of Salesforce. Turn learners into leads by taking your existing customer and external enterprise learning data from Meridian Global LMS and bringing it into Salesforce, instantly populating insights and generating warm, actionable leads.

Empower your teams with the intelligence and insight that better learning data provides. Leverage everything from expanded reporting capabilities to amplified marketing automation programs to fully understand your customer base and its needs. Meridian Global Insights for Salesforce efficiently delivers context-relevant information to your sales force, giving them the tools and resources they need to be successful.

Our breakthrough connector will not only help you supercharge your sales and marketing teams, but it will help you will deliver learning to your extended network in a way no other LMS can. Together, we bring a breadth of functionality and experience helping organizations drive deeper external engagement to improve customer satisfaction, retention and profitability.

### Product Highlights:

- View learning data in Salesforce for leads and contacts
- Report on combined learning and sales data in Salesforce custom reports
- Establish Salesforce leads or contacts from user accounts in Meridian Global
- Option to create Salesforce leads or contacts in Meridian Global, or create new Meridian Global users as leads in Salesforce

## KEY FEATURES

*Instantly generate warm and actionable leads from your external learning data*

*Easily aggregate your learning consumption data across accounts*

*Amplify your marketing automation programs with better insight into your customers' knowledge base*

*Strategically develop new revenue streams*

*Improve customer service and experience through access to the right information*

*Reduce cost, streamline workflows and save time by combining your learning and Salesforce data in one central location*

*Accelerate product adoption by getting the right information to the right people*

LEARNING  
WITHOUT  
LIMITS

