

Case Study: Advanced Telephony Solutions for Twilio & Salesforce.com Customers

Background

Twilio, a venture-funded company headquartered in San Francisco, helps organizations to communicate more efficiently and cost-effectively through cloud-based VOIP and SMS services. Rather than selling off-the-shelf products, Twilio offers services through cloud-based APIs. Salesforce.com, a public company, is today's leading provider of cloud-based Customer Relationship Management solutions. Twilio and Salesforce are each considered at the top of their category, share numerous customers and are growing rapidly.

The Challenge

Sales, customer support and service groups within organizations of all sizes use Twilio and Salesforce.com extensively. Twilio recognized the need to automate outbound calls to contacts in Salesforce databases, appropriately route inbound calls based on predefined parameters and make conference calls and transfer calls. Since the need to set up a call center quickly and easily, or to modify call routing or other capabilities is common, implementing an integrated solution without IT support was a development goal.

The Solution

Software Next Door (SND), in consultation with Twilio, created a product development plan to offer advanced functionality in an integrated solution. The resulting product provides Twilio and Salesforce.com customers with superior telephony features without the need for software engineering or IT support. Features include:

- Inbound calls
- Outbound calls
- Click to dial
- Conferencing
- Hold
- Call transfer
- IVR configuration
- SoftPhone
- Agents management
- Log history
- SMS
- Call recording

Results with Software Next Door

Software Next Door was a logical development partner because of its strong knowledge and extensive experience with Twilio and Salesforce.com cloud products and services as well as with communications technology. SND also leveraged its expertise in application integration, cloud-based APIs, Rest Services and Enterprise Service Buses such as MuleSoft.

The resulting integrated Twilio - Salesforce.com cloud solution operates in a user-friendly manner and does not require assistance from the IT department to implement or maintain. Customers do not need to invest in costly PBX equipment with associated maintenance costs. The SND service, CloudCaller.io, is distributed through Salesforce.com's AppExchange, making it easily discoverable and purchased.