

# CRM Accelerator

SDL Tridion

## Great digital experiences are built on customer insight

Customer data is the foundation of successful organizations. To use this data effectively, organizations often need to create integrations between their content management systems and customer relationship management (CRM) systems to deliver relevant experiences. But this process is often both complicated and costly.

### The CRM Accelerator gives you direct access to CRM data from SDL Tridion:

- Speeding up implementation time for these integrations
- Providing you with easy access to CRM fields when you are creating online forms
- Enabling personalization for pages and content in SDL Tridion by connecting digital experiences with data about your customers in real time

### Create Customer Understanding through Customer Data

CRM systems are a strategic tool to manage your organization's relationships and interactions with customers and potential customers.

Since your content management system often delivers that all-important digital content experience, it is essential that these systems work together effectively.

**Connect with your CRM. Collect and access customer data to create personalized customer experiences.**

The CRM Accelerator fast-tracks integrations between your CRM and SDL Tridion





### Forms: Capturing Customer Information

When building web forms, your ability to work with the data fields defined in your CRM system ensures consistency and easy data transfers. The Accelerator enables you to create forms for your digital channels using these fields, so you capture consistent and accurate customer and prospect data.

Because the forms are managed in SDL Tridion, you can also ensure that the fields used for translated forms map perfectly to your CRM.

### Visitor Behavior: Capture Customer Behavior

In addition to capturing the data that your customers explicitly submit through a form, SDL Tridion also tracks visitor behavior. With the CRM Accelerator, this information can also be stored in your CRM, capturing rich information about the content and pages your customers interact with.

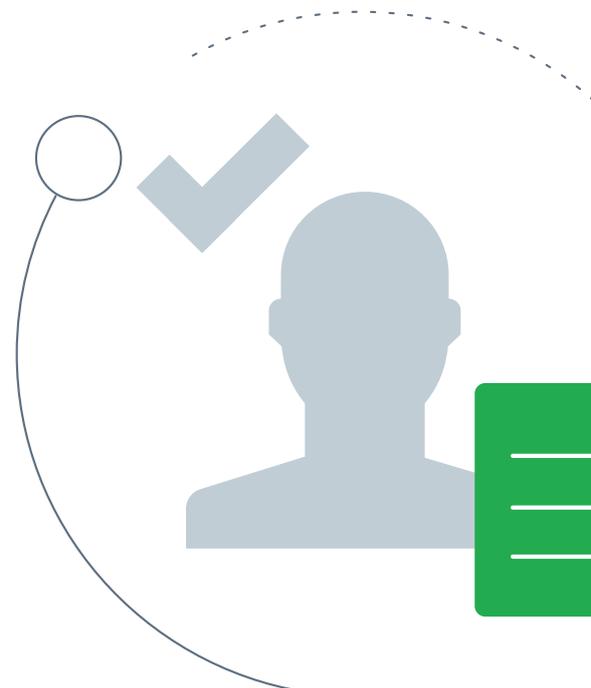
### Personalized Experiences: Delivering Relevance

Using the customer data, segmentation and behavioral information in your CRM, you can dynamically deliver relevant content to your visitors using SDL Tridion personalization rules.

When creating these rules, you use the information managed in your CRM to define the right triggers and decision points.

#### Benefits

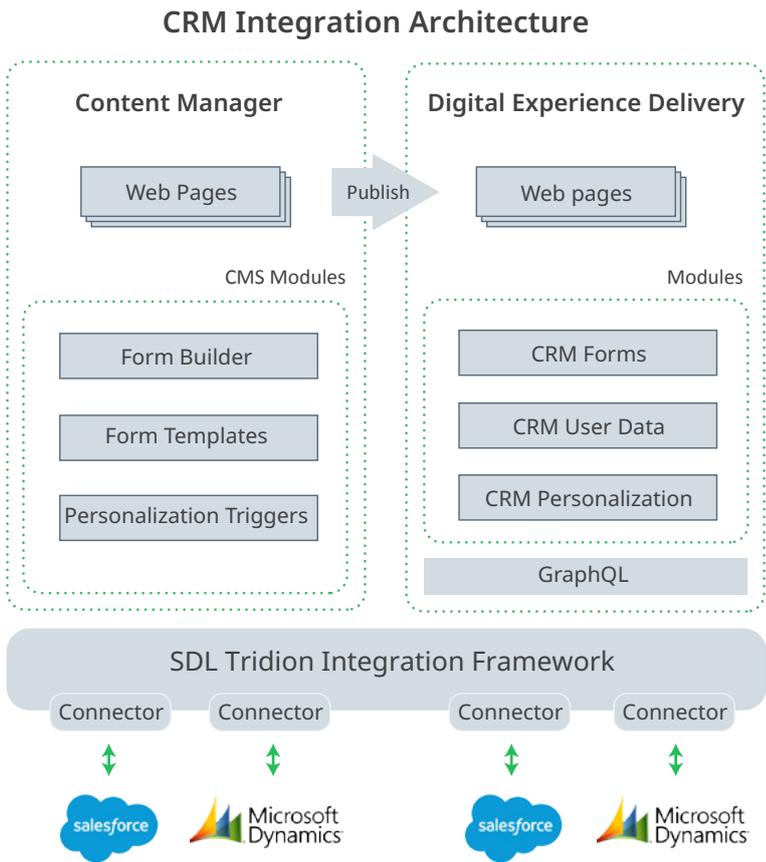
- Capture customer and lead information
- Track and store visitor behavior
- Improve customer segmentation
- Ensure GDPR compliance with opt-in/opt-out
- Apply personalization using CRM data





**Architecture**

The frontend web application of the CRM Accelerator pulls information from both SDL Tridion and any underpinning CRM system.



**The CRM Accelerator provides:**

- A single normalized API to CRM data entities (GraphQL, CRUD capabilities)
- A reference form implementation that can be extended and modified
- Customizable HTML and CSS design
- Personalization triggers using CRM data such as segments or user location
- A set of standard modules to speed up implementation
- Support for both Java and .NET
- An open framework to develop new CRM connectors and modules

Find out more: [sdl.com/tridion](https://sdl.com/tridion)

**SDL\***

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