Sinergify

Integrating Salesforce Service Cloud and Jira

A Salesforce-native connector that seamlessly integrates all standard and custom Salesforce Object with Jira products like Core, Ops, Software, and Service Desk.

Sinergify for Service Cloud and Jira integration eliminates silo and allows your customer service team to seamlessly collaborate with the engineering, product, and marketing teams.

Gain a 360-degree view of the customer lifecycle

Build customer-centric product roadmap by gaining 100% access into Voice of the Customer

Let the engineering team better prioritize issues to be resolved

Achieve better SLA compliance by the customer service team

Let's take a look at the team-wise use cases it offers

Support Team	Engineering & Product Teams

Create and manage Jira issues

Whenever support folks need help from product team to resolve a customer case, they escalate a case as a Jira issue. Allow your support reps to easily create, link/unlink, update, track, clone a Jira issue without leaving Salesforce.

Linking new case to existing Jira issue using the case number

If your engineering team receives a new case which is similar to any of the existing Jira issues, they can simply link that case with that Jira issue using the Salesforce case number.

Send attachments and comments

For a speedy resolution of the escalated case, product team would need clarity about the case. And to provide them with that clarity, your support agents can send attachments and comments.

Comment/respond to escalated issues

Switching instances is no longer a problem. The integration allows your engineering folks to directly comment/respond to escalated cases right from Jira and in just a few clicks.

Search for a Jira issue while escalating a case

Before creating an issue, your support agents can search if there are any similar issues. If not, they can create a new issue, else link that to existing ones if not solved or if solved, they can leverage the information to close cases faster.

Better prioritize support issues

Let the engineering team prioritize issues in an effective way. The integration enables support reps to mark the case priority—low, medium, and high—while creating a Jira issue. Thus, helping engineering team better prioritize the issues.

Enjoy 100% control over comments (private and public)

Many comments are shared between support and engineering or product teams to resolve a case. The connector empowers the admin to decide which comments need to be made public and which are to be kept hidden

Access Voice of the Customer (VoC)

Voice of the Customer (VoC) or to simply say, the customer feedback, is stored in the support tool. Sinergify allows the product team to access that and build the features/products that customers would love.