Sinergify

CASE STUDY

Leveraged Ideas and Jira Integration to Streamline Customer Ideas Management

HIGHLIGHTS

- Simplified Idea Management Cycle
- Improved Customer Engagement
- Enhanced Business Performance
- More Customer-Centric Product Roadmapping

The Customer

An IT company based out of California, USA. The customer is a leading software provider of data management products allowing professionals to backup, manage, and gain insights from data across platforms. The customer's company is valued at over $2 billion with thousands of customers around the globe and enjoys global recognition from the World Economic Forum and Gartner.

The Context

The customer was highly invested in the Salesforce ecosystem. Their support team was using **Salesforce Service Cloud** for their support operations and had their customer community hosted on **Salesforce Community Cloud**. And for project management and issue tracking, their product/engineering team was using Jira. The customer had enabled the 'Ideas' object on their online community letting their customers share product feature ideas. But it was hard for their product manager to handle those ideas and escalate the good ideas because of switching between Salesforce and Jira instances.

The Objective

The customer wanted a simplified case management cycle that their product manager could handle from one platform instead of switching between Salesforce and Jira. The customer was already using *Sinergify for 'Cases' and Jira integration*. So, they also wanted to integrate the **'Ideas'** object with Jira.

The Solution

Sinergify allows the integration of all standard and custom Salesforce objects with Jira products. So, using its integration capabilities (REST API), our product experts set up the integration between Ideas and Jira.

The integration provided their product manager with the following functionalities:

- The product manager could see the ideas posted on the online community (as an out-of-the-box (OOB) Salesforce functionality).
- If the product manager liked an idea and wanted to include it in their product roadmap for the upcoming release, s/he was able to create a Jira 'Epic' right from the Salesforce.

> **NOTE:**
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> **Epic is a Jira issue type that is used for long-term tasks. Normally, a Jira ticket is for bug fixing or some issues that the customer is facing. An idea would be a whole functionality or multiple features, so that's why an Epic is created and not a normal Jira issue.**

- The product manager was able to assign a dedicated resource to work on the development of the idea.
- Drill down projects and sprints could be created for that Epic. All the different tickets were assigned to the same epic so that the product manager could easily track the progress on the idea development.

With bi-directional data syncing between Salesforce and Jira, all the updates on the Jira 'Epic' reflected on the Salesforce side in real-time. So, the user who posted the idea could also track the progress on the idea from the idea details page.

Now the day-to-day management of ideas cycle became easy for their product manager as s/he was now able to easily create Jira issues for the ideas and track the progress right from Salesforce.

The Outcome

The customer witnessed some tremendous progress following the integration. Apart from the fact that ideas management became very easy for the product manager, it also reflected greatly on their customer-end metrics.

With the ease of managing ideas for the product manager, more ideas were being picked to be involved in their product roadmap. And for the fact that the community users were able to track the progress on their ideas, it boosted the customers' trust in the brand and the results were:

22%↑ greater community engagement

33%↑ rise in ideas posting on their online community

Also, the brand benefited greatly from it. The good feature/functionality ideas helped them develop the products that their customers would love. Their business value witnessed a boost along with more business opportunities.