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Arena–FlowEQ Integration for Salesforce
Connect Mission-Critical Customer Feedback to Product Development and Quality Processes

FLOW EQ

OVERVIEW

As customer expectations for product quality grow, support and engineering organizations must be more connected than ever. Arena and FlowEQ have partnered to offer a flexible solution for companies that want to improve customer satisfaction by informing production quality and development processes with mission-critical customer feedback.

Leading support organizations use Salesforce® to manage frontline communication with customers. Now, there's an automated connection between Salesforce and Arena to provide critical customer feedback and data to product development and quality via one system and single data entry. The result is a more responsive organization and higher customer satisfaction.

HOW IT WORKS

The Arena–FlowEQ Integration enables your field and customer support reps to create an Arena quality process directly from the Salesforce case. This single point of capture ensures efficient and accurate reporting of quality issues. With this integration, your team can:

- Create an Arena quality process with the click of a button, right in the Salesforce case

- Provide customizable mapping of Salesforce case data directly to the quality process fields in Arena

- Link the originating case and quality process with a URL link on the quality process record

BENEFITS

⊘ **Reduced Cost and Errors**

- Eliminate manual data entry expenses and errors

- Reduce onboarding and training time with fewer processes and interfaces

- Enable support to view the associated quality process and status

⊘ **Standardized Processes**

- Mitigate the risk of missed steps

- Ensure everyone is working from the same, most current workflow

- Maintain a consistent and controlled data model

⊘ **Linked Quality Processes**

- Enable Arena users to quickly view the originating Salesforce case

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CAPABILITIES

FlowEQ runs from the case screen in Salesforce and easily handles repetitive tasks via configurable mapping of case data fields to corresponding Arena quality process fields.

Arena Quality Process Initiation

- Creates a quality process record with the click of a button, without leaving the case
- Auto-populates the quality process record with data from the Salesforce case and FlowEQ

Quality Processes Link With Salesforce Support Cases

- Automatically creates a bi-directional link between the quality process in Arena and the originating case in Salesforce

Process Enforcement

- Displays step-by-step quality processes to support reps, right from the Salesforce case
- Publishes new and updated processes to the support organization, instantly
- Closed-loop learning—easily access workflow efficiency and accuracy analytics

GETTING STARTED

It doesn't matter where you are in your journey with Arena and Salesforce, you can implement the integration at any time. There's no coding required, and live support is always available. Just follow these three simple steps: Download the app, configure your Arena credentials, and map your Arena fields. It's that easy.

ABOUT ARENA

Arena, a PTC Business, helps companies create innovative products that change the world. Arena unifies product lifecycle management (PLM) and quality management system (QMS) processes, allowing every participant throughout product development and commercialization to work together fast and effectively. With Arena, dispersed teams accelerate the design and delivery of quality products. For more information, visit Arena, a PTC Business.

ABOUT FLOWEQ

FlowEQ has known that the future of work requires a reduction in human error, but removing people entirely is not always the best solution. Not everything can be 100% automated.

Every company has important recurring work that requires human judgment, expertise, or empathy at key moments. So, FlowEQ set out to build a universal platform for every company that makes work easier and teams more productive—by letting people focus on the parts that require their expertise while automating all the steps that don't. Visit floweq.com.