



## **Nimble Partners with Talkdesk to Create Social Call Center for Sales Teams**

- *Partnership Pairs Entire Customer Contact History From All Channels*
- *Two-Way Synchronization Displays Talkdesk Information as Customer Calls*
- *Integration Allows Users to Automate Tasks, Follow-up Schedules Directly From Talkdesk Interface*

Santa Monica, Calif. (February 26, 2014) – [Nimble](#), a leader in social business relationship management, today announced a new [integration](#) with [Talkdesk](#), which will automatically pair everything from a customer’s contact history—including tickets, notes and cases from helpdesk systems—with the rich customer data provided by a Nimble contact record for efficient business engagement. By allowing users to update and manage their tasks and contacts between both platforms, the integration allows businesses to effectively create virtual, social call centers for sales teams.

“Nimble’s integration with Talkdesk is yet another way we are ensuring our customers will always have the most current, comprehensive and up-to-date information for their most important business contacts,” said Jon Ferrara, CEO of [Nimble](#). “By integrating with Talkdesk, we are providing our customers with enhanced contact information that is instrumental in improving sales call performance and increasing sales productivity.”

With the intuitive integration, users can view all of their Talkdesk data in one interface, no matter what channel the original contact came from, such as tickets, emails, messages, chats, social media and phone interactions. The synchronization also allows users to create tasks on Nimble directly from the Talkdesk interface and automate tasks with follow-up schedules to make sales teams more efficient.

“This integration will completely streamline sales processes for our users,” said Tiago Paiva, CEO of [Talkdesk](#). “Talkdesk and Nimble continuously synchronize contacts between both systems, which not only saves teams the valuable time traditionally spent entering all contact information manually into their new system, but provides a more enhanced record that gives sales teams a clearer picture of each customer.”

As users activate the Nimble integration from within Talkdesk, all of their contacts will be automatically synchronized, providing a more efficient way to handle calls, emails, chats and tickets. Additionally, the integration will streamline customer service, as users can now create and edit notes, update contacts and make changes across both platforms even while on the phone.

“I’ve been selling CRM systems for over a decade, and I’ve never seen this level of integration between CRMs and such an obvious counterpart – the telephone,” said Michael McKenna, principal consultant at [SmartCloud](#), a cloud service provider that partners with both Nimble and TalkDesk. “Now, I can quickly and easily pull all communication streams into one cockpit where I can manage and review all my data in one location – which in turn helps me provide my customers with the best possible experience.”

### **About Nimble**

Nimble is a pioneer in social relationship management software, which opens whole new channels for companies to engage customers in a two-way dialogue. Nimble combines the power of traditional CRM, classic contact management, and social media into a powerful web-

based social selling solution. For more information, visit [www.nimble.com](http://www.nimble.com). Nimble can also be found on Facebook, Twitter, LinkedIn and YouTube.

#### **About Talkdesk**

Talkdesk is browser-based SaaS call center software for sales, support and marketing. It takes 5 minutes to setup and is completely customizable. Automate the telephone support process, know everything about the caller and enrich your helpdesk case and CRM histories by automatically integrating call logs, recordings, voicemails and cases into one customer profile. It seamlessly integrates with Nimble, Magento, Shopify, BigCommerce, Zendesk, Desk.com, Freshdesk, LiveChat and others.

#### **Contact**

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