

ViewCentral LMS Salesforce Integration

Enjoy happier customers, higher revenue and stronger partnerships with seamless Salesforce integration

Benefits

- Increased training revenues and profitability
- Instant visibility into the business impact of training
- Automated resource management
- Automated revenue recognition and reporting
- Rapid deployment and data integration
- Certification and subscription management
- Complete international support
- Branded sites, currency conversion, languages and global tax
- Enterprise CRM integration with Salesforce.com
- Testing and assessments
- Web conferencing
- Full e-commerce support
- Expense and revenue management

Turn untapped resources into powerful tools for growing sales and strengthening relationships

Most training organizations are unaware that a key resource for growing their businesses is lying unused. And if your course records aren't available to your sales and support teams, your company is also missing out—and so are your partners. Because without instant access to upcoming schedules, attendance records, registration data and course completion, your sales and support personnel can't fully serve customers and partners.

The reasons: When support staff have details of a customer's training background it's easier to assess their needs, gauge competencies and resolve issues. Plus, sales reps who know what courses customers and partners have taken can recommend additional classes—better realizing cross sell and upsell opportunities. And the ViewCentral learning management system (LMS) puts these benefits within easy reach by seamlessly integrating with your Salesforce.com CRM account.

Easy to use

Once connected, ViewCentral automatically synchronizes data, registrations and schedules within your Salesforce CRM account. And once this integration is complete, any new registration in your ViewCentral solution automatically creates a new contact record in Salesforce. You can then view that contact's registration with a click and easily register them for upcoming sessions from their contact record within Salesforce.

The solution also ties transcripts to contact records, makes upcoming courses available for easy registration, and enables payments to be communicated and accepted.

Easily integrated

Integrating ViewCentral with Salesforce takes little time and requires few resources. ViewCentral will guide you through the entire process, which typically takes less than 30 minutes and involves only three steps:

- Download and install the ViewCentral App Exchange Application
- Create a Salesforce.com User using the application's Enable API Permission
- Map your Salesforce.com fields to your ViewCentral files so that updates can be pushed from ViewCentral to Salesforce.com.



Key Features Include

- Single sign-on
- Data synchronization
- Customer training/event data
- New customer records
- View upcoming scheduled sessions


Integration Highlights

- View a contact's registrations
- View upcoming schedules
- Register a contact in ViewCentral

Additional Product Information

www.viewcentral.com/resources

- [Training as a Business](#)
- [Automated Revenue Recognition](#)
- [Certification Management](#)
- [Subscription Management](#)
- [Training Credit/Voucher Management](#)
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Bob Jones

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Contact Detail [Edit](#) [Delete](#) [Clone](#) [Request Update](#)

Contact Owner: training_demo_synch [Change]	Phone: (555) 555-5555
Name: Bob Jones	Home Phone:
Account Name: ABC Corporation	Mobile:
Title:	Other Phone:
Department:	Fax:
Reports To: [View Org Chart]	Email:
Created By: training_demo_synch , 5/3/2012 3:15 PM	Last Modified By: training_demo_synch , 10/15/2013 1:15 PM

Training Registrations

Confirmation #	Reg. Date Time	Course Name	Start Date	End Date	Attended
299-915-267-34-1766	10/17/2013 2:53:54 PM	Advanced System and Troubleshooting - 10.x	10/21/2013	10/22/2013	<input type="checkbox"/>
299-243-267-17-1765	10/17/2013 1:17:44 PM	Technical Expert Exam			<input type="checkbox"/>
299-755-267-25-1764	10/17/2013 7:37:28 AM	Advanced System and Troubleshooting - 10.x	7/5/2025	7/8/2025	<input type="checkbox"/>
299-885-267-52-1747	10/16/2013 6:50:09 PM	Admin Advanced Skills	10/30/2013	10/30/2013	<input type="checkbox"/>
200-876-267-20-1648	01/21/2012 12:17:29 PM	GlobalSales Fundamentals	01/21/2012	01/21/2012	<input checked="" type="checkbox"/>

Course Name	Start Date/Time	End Date/Time	Location	
GlobalSales Fundamentals	8:00 AM	12:00 PM	Broomfield, Colorado	Register
GlobalSales Fundamentals	8:30 AM	5:00 PM	Paris	Register
Business Analyst Certification Exam				Register

Complete integration with Salesforce allows the administrator to view a contact's transcripts, select upcoming classes and initiate registrations within SFDC.

Great for support

Support personnel enjoy real-time access to callers' training transcripts, enabling them to better position their help and resolve issues more efficiently. And they can provide a better customer experience, too: Instead of having to ask callers about their training, staff can ascertain their expertise more quickly—and recommend additional courses when appropriate.

Excellent for sales

Salesforce integration also enables sales representatives to save time, work more profitably and provide better service. No more chasing emails, making calls and combing through customer records looking for cross sell and upsell opportunities. With one click they can see who's been trained, which classes they've taken and when—so they know who needs follow-on training and who to contact.

Perfect for partners

Integrating ViewCentral with Salesforce can help you enjoy better, more profitable relationships with partners. The more you understand of their education, the better you can recommend training which will help them support their customers—and help resell your products, too.

Better for your bottom line

The better a customer is educated on your products, the more satisfied they'll be with them—and all the more likely to purchase products and services from you in the future.

Find out more

Learn more about how seamless Salesforce integration grows sales, improves support, and strengthens your partner and customer relationships. Visit www.viewcentral.com or call us at 888.322.5169.