CYCLR

CUSTOMER CASE STUDY

simplesat

Customer Since: 2021

Contract Level: Enterprise

Geography: US

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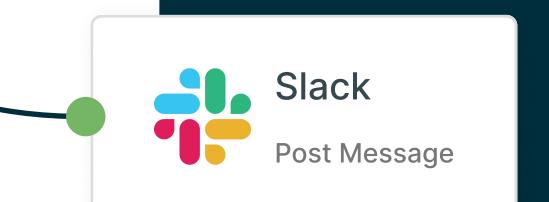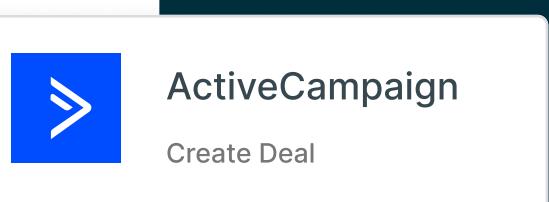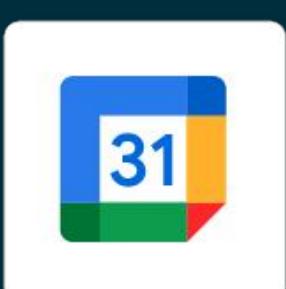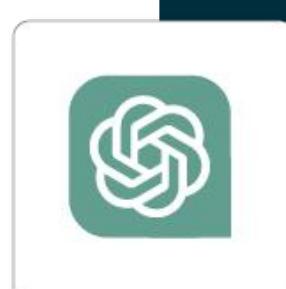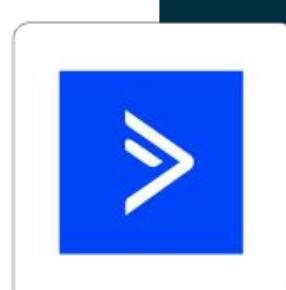
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Published

Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"Cyclr gives us the ability to never say no. Now, we always say, yeah, we can do that."

Elliot Fox
Head of Customer Success

About Simplesat

Simplesat is a **customer feedback management platform** built to give users the insights they need to make real improvements to customer service, boost team morale, and generate more reviews.

They offer a wide range of web survey formats to collect feedback, including customer satisfaction, net promoter scores, customer effort scores and e-commerce-style survey ratings.

Their mission is to help their customers **improve customer experiences through insightful data and meaningful interactions.**

We chatted with **Elliot Fox, Head of Customer Success** at Simplesat about their usage of Cyclr and the impact it has had on their integration development.
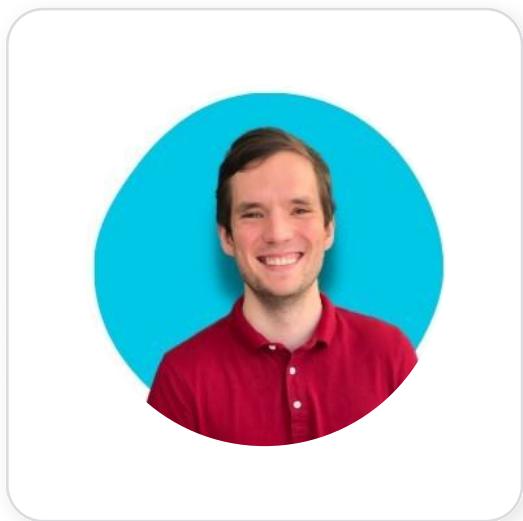
Elliot Fox, Head of Customer Success

Company Usage of Cyclr

Feedback collection is a major part of the Simplesat platform. In other words, the actual sending of surveys, collecting feedback and receiving data. Then the other big part of their platform is **what customers can do with that data once they've got it.**

This is where Cyclr comes in and when Simplesat fully leverages our embedded iPaaS.

It is at this point where their platform has the data that, by using Cyclr **they are able to create native integrations** to package and send the collected data to other solutions, third-party vendors and other software.
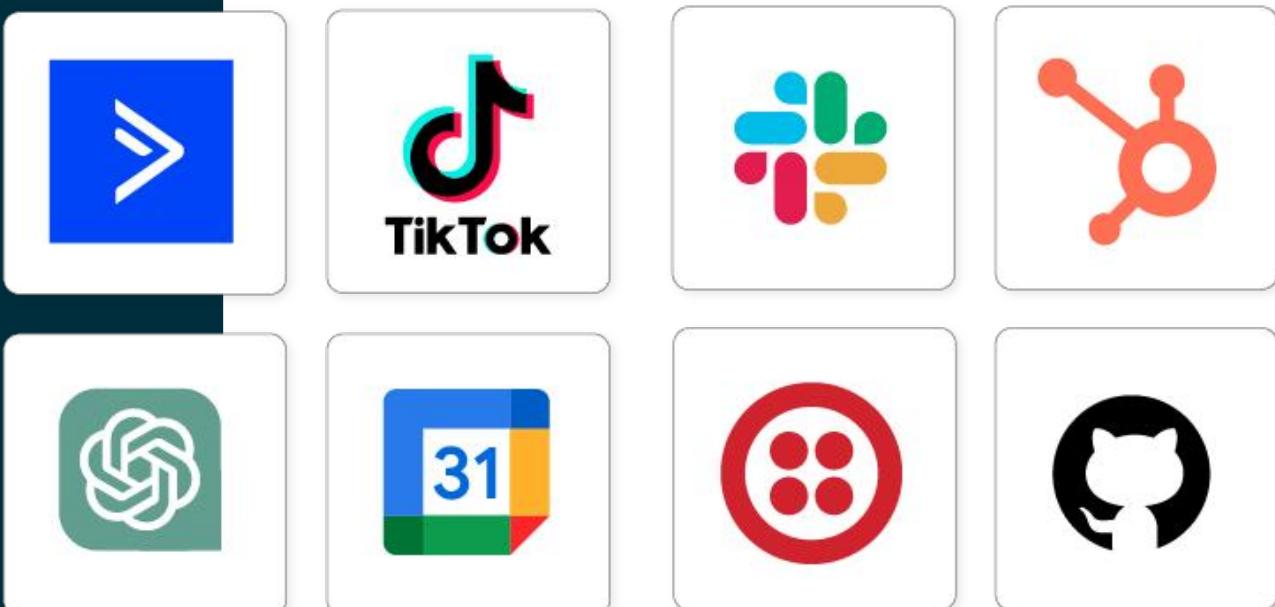
Simplesat offers a variety of integrations for data collection purposes - whether it's external email embedding or extracting data from Zendesk, Simplesat has the solution and it's all achieved through Cyclr.

Additionally, the **resulting data is used in diverse ways by their customers** and Simplesat's integrations handle that too.

Simplesat has a small Integration specialist team that manages their Cyclr integrations.

The wider Simplesat team is also well-versed in Cyclr thus enabling them to build their own integrations and support existing integrations.

So, for example, Simplesat's support team makes use of the built-in logs to assist them in troubleshooting any errors that may occur. The support team's familiarity with Cyclr means they can review step mappings to see if they can address the underlying issue without engaging the integrations and/or development teams.

## "Our integrations page is fully leveraging Cyclr's integration capabilities."

Elliot Fox, Head of Customer Success

Simplesat's development team also makes use of Cyclr's **powerful Application Connector Creation Toolkit** to establish connections with new platforms as and when required.

"It's really easy for our team to build custom integrations on the fly for our customers."

**Elliot Fox, Head of Customer Success**

Simplesat's Custom UI
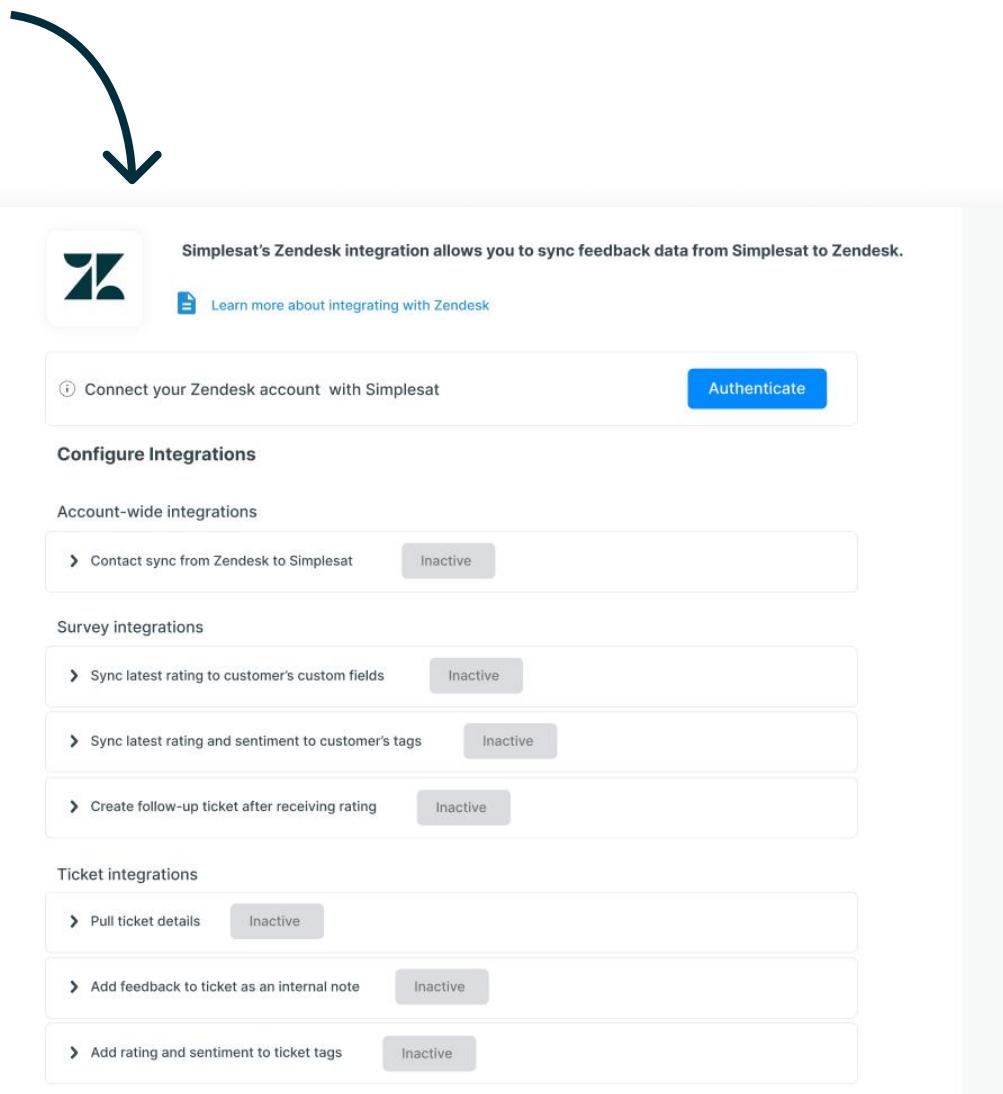
Simplesat's Zendesk integration allows you to sync feedback data from Simplesat to Zendesk.

Learn more about integrating with Zendesk

ⓘ Connect your Zendesk account with Simplesat   Authenticate

Configure Integrations

Account-wide integrations

> Contact sync from Zendesk to Simplesat   Inactive

Survey integrations

> Sync latest rating to customer's custom fields   Inactive

> Sync latest rating and sentiment to customer's tags   Inactive

> Create follow-up ticket after receiving rating   Inactive

Ticket integrations

> Pull ticket details   Inactive

> Add feedback to ticket as an internal note   Inactive

> Add rating and sentiment to ticket tags   Inactive

Integration Growth Responsiveness

When Simplesat first began using Cyclr, the goal was to launch two new integrations to their suite of applications each month.

They added integrations that made sense for their product and those that had the greatest market potential in addition to building integrations that were specifically requested by prospects or customers.

The partnership between Simplesat and Cyclr now means that **Simplesat never has to say No to a customer.** Rather, they can "Yes, we can do that for you." With over **600+ Cyclr pre-built (and maintained) connectors**, integrations are ready to build upon request.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

ChatGPT
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

If the API Connector doesn't already exist it'll be built and the prospect or customer will have an API to test.

Then the integration can be launched and supported within a week or two. A period of some back and forth with the end user who is testing the integration follows. This is done typically to validate and make sure all is working properly.

Ultimately, **Cyclr has sped up the prototyping process for Simplesat and added overall value to their product**. Simplesat has found that so much more is now possible and they continue to keep their integrations free and accessible to all their users.

"Building integrations quickly means we are able to satisfy client use cases and build solutions for them based on their feedback."

Elliot Fox, Head of Customer Success

The Effects of Embedded iPaaS on Development

Prior to using Cyclr, Simplesat had around 5 to 6 integrations available. Now their integrations page within their platform has grown, or in Elliot's words "**it's exploded.**"

For Simplesat's development team, integrations were previously released on a quarterly basis, typically taking up to three months to fully validate a new integration and complete the authentication process.

ActiveCampaign
Add a Simplesat CSAT, CES, or NPS survey into ActiveCampaign's email campaign templates.

API
Connect with Simplesat's open API to send feedback to tools like Power BI or Tableau.

Autotask
Sync ticket data, update tickets with private notes and custom fields, import and sync contacts.

Accelo
Add a Simplesat CSAT, CES, or NPS survey into Accelo's ticket notification emails.

BrightGauge
Send CSAT, CES, and NPS feedback to pre-built gauges, dashboards, and client reports.

Cliniko
Add a Simplesat CSAT, CES, or NPS survey into Cliniko's ticket notification emails.

CloudRadial
Sync ratings between Simplesat and CloudRadial to track all feedback in one place.

Briskine Templates
Add a Simplesat CSAT, CES, or NPS survey into Briskine's Templates.

ConnectWise
Sync ticket data, update tickets with private notes and custom fields, import and sync contacts.

Dropbox
Sync feedback to a CSV file to enable integrations with tools like BrightGauge, Power BI, or Tableau.

Freshdesk
Add a Simplesat CSAT, CES, or NPS survey into Freshdesk's ticket notification emails.

Constant Contact
Add a Simplesat CSAT or NPS survey into Constant Contact's email campaigns.

Freshservice
Add a Simplesat CSAT, CES, or NPS survey into Freshservice's ticket notification emails.

Gladly
Add a Simplesat CSAT, CES, or NPS survey into Gladly's ticket notification emails.

Hubspot
Add a Simplesat CSAT, CES, or NPS survey into HubSpot's ticket notification emails.

Facebook
Create Facebook posts from new customer feedback and more.

Infusionsoft
Add a Simplesat CSAT or CES surveys into Keap ticket notification emails, import and sync contacts to enable automated NPS surveys.

Intercom
Send CSAT, CES, and NPS surveys in chats, posts, email and more.

Kaseya BMS
Add a Simplesat CSAT, CES, or NPS survey into Kaseya BMS' ticket notification emails.

Gorgias
Add a Simplesat CSAT, CES, or NPS survey into Giorgia's ticket notification emails.

ScalePad Lifecycle Insights
Seamlessly integrate Simplesat with Lifecycle Insights for data-driven customer feedback analysis and enhanced service.

LiveAgent
Add a Simplesat CSAT, CES, or NPS survey into LiveAgent's ticket notification emails.

Make
Make lets you design, build, and automate by connecting Simplesat with thousands of apps in just a few clicks.

HelpDesk
Add a Simplesat CSAT, CES, or NPS survey into HelpDesk's ticket notification emails.

Kayako
Add a Simplesat CSAT, CES, or NPS survey into Kayako's ticket notification emails.

Microsoft Teams
Send new customer

Monday.com
Add a Simplesat CSAT, CES,

NinjaOne
Add a Simplesat CSAT, CES,

Mailchimp
Add a Simplesat CSAT, CES,

Aside from the initial integration development, the maintenance and debugging overhead was a headache and frequently necessitated escalation to the development team resulting in them being distracted from core product development and significantly impacting product delivery times.

Now, with Cyclr, their integration specialist engineer can build and launch two or three integrations per month without having to call on the development team for assistance.

"Our usage will continue to grow and hopefully we can keep the same momentum of two new integrations per month."

Elliot Fox, Head of Customer Success

Announcing New Integrations

Simplesat's marketing efforts have played a huge part in the company's expansion and ongoing success in a competitive market.

Not only do they **announce new integrations in their monthly marketing newsletter**, they also regularly check if a particular API vendor has a marketplace to which they can be **added and investigate mutually beneficial co-marketing opportunities** to reach new audiences.

"Our integrations page has grown a lot, rather it's **exploded.**"

Elliot Fox, Head of Customer Success

Simplesat's Growth

We were delighted to welcome Simplesat as a Cyclr Partner on a **Startup Plan on one of our shared instances back in October 2021** and their success has continued to impress.

By July 2022 their **customer-base had expanded** to such an extent that they moved to our **Growth Plan**.

Fast forward to April 2024 and **Simplesat has moved to an Enterprise Plan** on a **fully customizable** and **scalable private infrastructure**.

Learn more about **Simplesat!**

"Cyclr gives us the ability to never say no. Now, we always say, yeah, we can do that."

Elliot Fox, Head of Customer Success

Get in Touch

If you would like to talk about your integrations give us a call **+44 (0) 330 010 2525** or email **info@cyclr.com**

★★★★★
"Great product with amazing service"

★★★★
"Easy to adopt and adapt"

★★★★★
"Zapier on Steroids!"

★★★★★
"Integrations made easy!"

G2
Users Love Us

★★★★★
"Fantastic team to work with"

CYCLR