

# Airkit for Salesforce

## Deliver Digital Customer Experience Apps 40x Faster

### Personalized 1:1 Journeys to Drive Customer Action

Airkit offers the industry's only low-code platform purpose-built for customer engagement across all channels - web, voice, mobile. Enterprises use Airkit to deliver last mile digital experiences that drive customer action all throughout the lifecycle - when your customers are trying to engage with sales, service, and renewals. As the customer travels through the digital journey, every movement can be captured and analyzed, while your system of record is updated with the latest information.

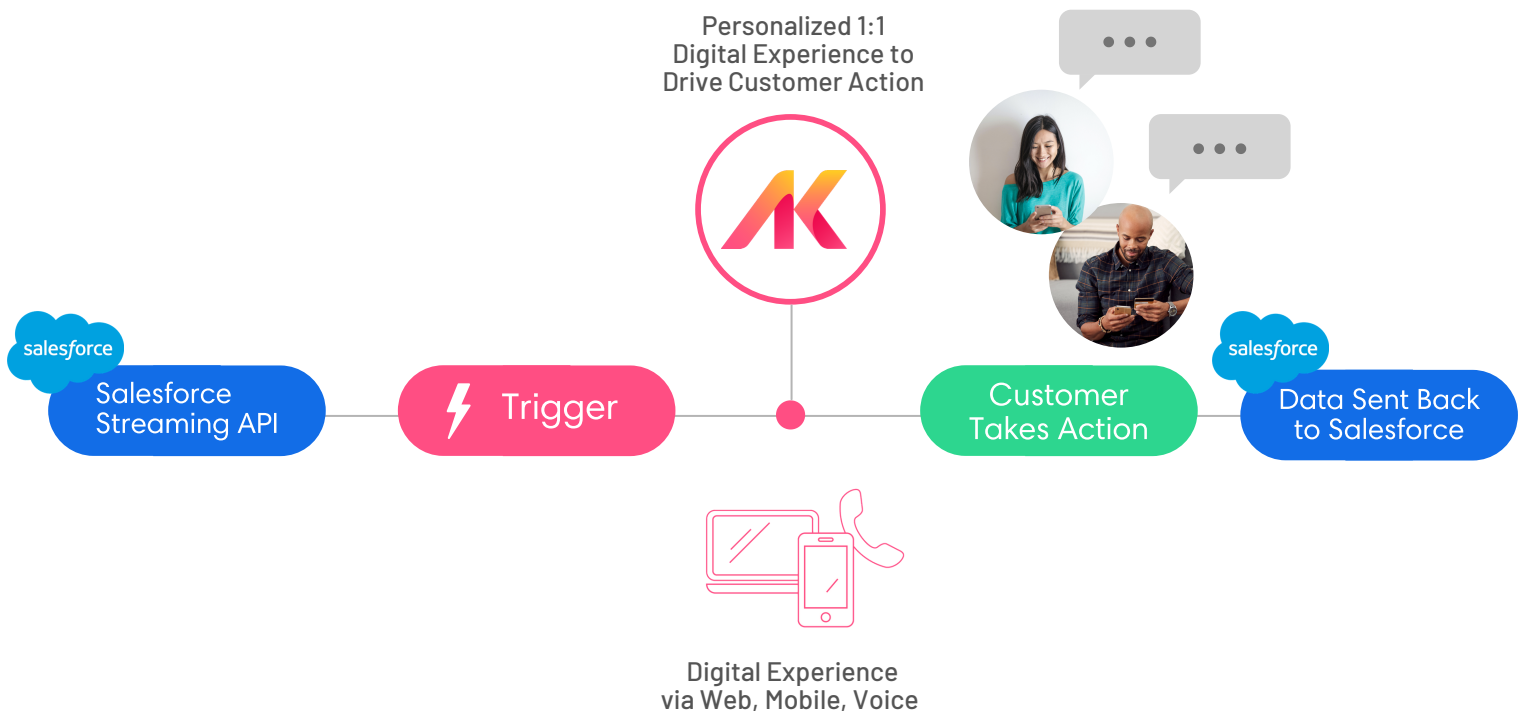
### Automate Simple to Complex Digital Experiences

Automate a breadth of digital experiences and self-service journeys with a powerful low-code platform that abstracts away front-end development. Quickly configure digital experience micro-apps with 50+ pre-built components, build conversational workflows across voice and chat, and orchestrate cross-channel journeys.

### Connect Your CRM to Your Customers

With Airkit's pre-built integration for Salesforce, you can:

- Configure a workflow that triggers a personalized digital experience to your customers based on Salesforce platform events and field updates.
- Provide real-time customer updates and audit trail back to Salesforce. Information collected from your customer during the digital journey flows back to Salesforce.
- Augment your Salesforce capabilities to engage customers to take action across any channel - from triggering a voice call or SMS to your customer to embedding experiences that persist in a mobile app, chat flow, or web.
- Measure customer engagement within Salesforce reports or use Airkit's user engagement reporting.



**"By automating our restaurant onboarding process, Airkite helped us scale to meet unprecedented demand and accelerated onboarding by 3X."**



**Steve Puchala**  
Senior Vice President



### Use Cases

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#### Customer Acquisition Increase Revenue

- **Digital Appointment Scheduling**  
Connect warm leads to agents with self-service appointment scheduling and reminders.
- **Digital Onboarding/Enrollment**  
Onboard customers faster with self-service. Digitally collect account and payment information.
- **Paper Form Digitization**  
Transform complex, error-prone paper processes into digital journeys with pre-filled forms that can be initiated and completed in any channel.

#### Customer Care 2x Contact Center Efficiency

- **Call Deflection to Self-Service**  
Manage call volumes with digital self-service for common requests (e.g., account updates, service changes, beneficiary updates).
- **Proactive Digital Service**  
Automate digital journeys to address customer issues, even before they occur (service changes, payment updates).
- **Channel Swapping**  
Automate channel swapping, such as voice-to-chat, without losing context and data.

#### Customer Retention & Growth Extend Lifetime Value

- **Digital Cross-sell**  
Trigger a cross-sell workflow at point of customer transaction. Embed in a web or mobile app or deliver via SMS or chat.
- **Secure Digital Payments**  
Offer 100% PCI-compliant transactions via voice, email, SMS, chat for renewals.
- **Digital Appointment Scheduling**  
Connect customers to agents with self-service appointment scheduling for renewals or to prevent churn.

**Startups to the Fortune 500 depend on Airkite to drive digital customer experience applications 40x faster.**

