



Integration brief

CX Index and Salesforce.

Enterprise grade Voice of the Customer
for the world's leading CRM.



CX Index is a leading Voice of the Customer vendor, recognised by Gartner as part of a cohort of roughly 30 VoC platforms worldwide distinguished by vision and technology, from a market of over 1,000 vendors.

CX Index has made a deliberate decision to focus deeply on Genesys Cloud, and the platform was designed from day one to operate across multiple enterprise ecosystems. One of the most powerful of those is Salesforce.

01 VoC where your data already lives

Salesforce is the system of record for customer relationships. CX Index brings structured and unstructured feedback directly into that context, enriching CRM records with real sentiment, experience scores and customer narratives.

02 API first by design

CX Index exposes a comprehensive, enterprise grade API, which makes it straightforward to:

- Push survey results into Salesforce objects
- Trigger VoC workflows from Salesforce events
- Align CX metrics with pipeline, cases, accounts and contacts

Partners and customers move fast without waiting on a rigid pre built connector.

03 Closed loop feedback at scale

Combine Salesforce automation with CX Index insight to route detractor alerts automatically, trigger follow up tasks or cases, and give frontline teams customer context rather than only a ticket.

04 Enterprise governance and compliance

CX Index is ISO 27001 certified and built to support global data protection requirements, which suits Salesforce customers operating across regions and regulatory environments.

Want CX Index across your Salesforce environment?

Our API documentation gives you what you need to integrate quickly and securely. cxindex.com