Salesforce/Evernote Integration Fuels Multinational Company’s Success

“Evernote is a critical part of our business’ success. We share notes and keep communication open between the business side and staffing to make sure we match the right people to each company.”

Evan Johnson | Director of Marketing, Andela

Andela’s business model requires a lot of moving parts.

Their goal: match Africa’s most talented software developers with global companies looking for top tech talent. They rely on Evernote Business and integration with Salesforce to deepen communication internally. With this integration, Andela can quickly mix and share information from the database with rich-text notes to more efficiently match the right developers with each partner company.

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“Before Evernote,” Johnson explained, “we had custom fields in Salesforce that we filled out as we went through the process. But you can’t easily transfer more nuanced data to the people who need it.” Evernote Business allowed Andela to add these details. The sales enablement team created Evernote templates that they use for lead discovery, so one document captures all the critical information for the deal, flowing through their CRM.

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