

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



Founded in 2014, Andela invests in Africa's most talented software developers and embeds them into global engineering teams. In the process, they're catalyzing the growth of tech ecosystems across the African continent while solving the world's tech talent shortage.

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.

The coolest part of being at Andela is forging human connections between people who wouldn't otherwise know each other," said Evan Johnson, Director of Data and Analytics. But making those connections isn't easy. They realized they didn't have a good way to integrate rich-text notes with Salesforce data or to share that combined information across teams. They needed a better way to match the right developers with engineering teams half a world away.

"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.

Industry

Information technology

Size of Company

501+ employees

Adding Value To Salesforce

Link CRM data with free-form notes to get a more complete picture of each customer. Then, find and share each record quickly.

Streamline The Sales Process

Keep customer information together, no matter where the notes come from—the CRM system, templates, recordings, handwriting, or the web.

The Right Info, The Right Moment

Close deals faster with better and more sophisticated data, available to any employee anywhere in the world, on almost any device.