

Engagement Suite

The Blackthorn Engagement suite is your one-stop shop for Salesforce-native applications for optimized customer engagement. Our super savvy Salesforce apps allow you to efficiently manage events, handle payments, maximize your communication channels via SMS, remain compliant, and offer customers/constituents/donors new e-commerce opportunities.

Discover the apps designed to level-up your Salesforce org



Blackthorn Events is a Salesforce-native application that gives you the tools to fully manage your event registration, communications, and impact measurement directly in Salesforce. All of your data is real-time, actionable, and accessible from anywhere, so empower your team to tell a deeper data story through clearer reporting on stakeholder engagement.

Blackthorn Payments is a Salesforce-native application designed to equip your organization to transact directly in Salesforce regardless of data model or industry. Easily set up one-time, subscription, self-service, and mobile payments directly within your CRM, connected to your existing customer data. Empower your team with real-time insights and realize your pay-ins and pay-outs more easily. From subscriptions to mobile & field service payments, Payments is money in the bank.



Blackthorn Compliance helps your team quickly find and secure sensitive data throughout your entire Salesforce org so you can stay compliant with PCI & personal data regulations. Proactively find vulnerabilities by automating the search & mask process to take human error out of the equation so you can enjoy peace of mind. Even extend this functionality to email, attachments, and Live Agent to ensure data compliance across all of your connected tools.

Blackthorn Storefront is a Salesforce-native eCommerce app that allows organizations to easily manage one or more customizable online shops for digital goods, services, and enrollments. Personalize your stakeholders' digital shopping experiences by connecting marketing communications and building out automated workflows. eCommerce doesn't have to be complicated when it's part of your CRM.



Why the Blackthorn Engagement Suite?

The Blackthorn engagement suite gives organizations the ability to efficiently and accurately collect and activate stakeholder data. Our apps effectively scale your key engagement channels by connecting them directly to your Salesforce org to capture, unify, and activate your audience data, building relevant experiences and stronger relationships.

Key Benefits

Accurate data helps your organization bring precision to your personalization, which in turn builds trust with your stakeholders and ensures repeat interactions/engagement. Build personalized journey's to properly engage your stakeholders. Capturing actionable data helps your team build the communication flows that engage your stakeholders and it works best when it's in Salesforce.

1. Drive Growth

Create a cohesive customer experience across all channels that includes connecting customer communications, event engagement, subscriptions & transactions, and data compliance directly within your single source of truth: Salesforce.

- **Connected Touchpoints:** Deliver optimal experiences at every touchpoint
- **Continuous Conversations:** Build true two-way relationships with your stakeholders
- **Omni-Channel Optimization:** Mobile optimize every interaction with your stakeholders.

2. Invest in a Scalable Data Strategy with CRM-Nativity

Double down on your Salesforce investment to adapt & innovate with your data by making Salesforce your single source of truth for all customer engagement data.

3. Build a Stakeholder-Centric Online Approach

Transform reactive responses into proactive, two-way conversations. Send outbound messages and preempt the customer's experience during a reactive engagement.

- **Low-Effort Experiences:** Ability to reduce customer effort to engage and complete transactions
- **Personalized Content:** Prioritize precision in your personalization - collect accurate data and drive customer loyalty
- **Detailed Reporting:** Zoom in and out on every customer interaction. Collect actionable customer data across channels

4. Empower your Team with Click-Based Tools

Build beautiful end-to-end experiences with clicks, not code (unless you want to). Save your team time, money, and effort by streamlining your processes and tech stack with Blackthorn apps.

By incorporating these principles into your engagement model, you are providing a wraparound engagement model for your customer interactions. The Blackthorn Engagement Suite moves your customers through this engagement model and shows them that you know their needs, their wants, and their goals whether it's at events, through field sales, or conversational text messaging in Salesforce - your home for customer data.

Our Apps. Your Customized Use Case.

Field Service Organizations

When it comes to boots on the ground, flexibility is key for field service organizations. If you support a mobile workforce, Blackthorn can empower your team to take payments in the field without calling the office or manually writing down card numbers. Whether you're using Field Service Lighting and are looking to complete transactions related to work orders with bluetooth-enabled card readers, or you're looking to take a payment from any screen in the Salesforce Mobile App with minimal clicks and one-button processing Blackthorn's Payments app can support your team anytime, anywhere – directly from Salesforce.

Automotive & Manufacturing

Connect your manufacturer, dealer, and buyer data in one place with the Blackthorn Engagement Suite on Salesforce. Whether you're looking to connect your sales team with interested buyers by SMS, taking payments one-time or recurring payments for your services, or connecting with your brand enthusiasts at automotive shows, Blackthorn brings all of your engagement data together in Salesforce and empowers your team to deepen strategic relationships. Remove buying friction by making your data actionable and responding to customer needs in real-time with the tools designed to keep you close to your team.

Our Events app is the ideal tool for customer acquisition events - whether its a dealership hosting a major sales events or a showcase hosted by a manufacturer, Events allows you to track/register attendees and potential buyers. Utilize campaigns to create ideal customer profiles and send invitations to targeted customers. Enable your team to create email communications directly inside Salesforce to highlight upcoming events or promotions. Looking to host factory or museum tours? Events can help you schedule and manage any in-person events or engagements. Connect events to payments to help handle any potential event/tour costs as well as to take any payments in the field.

Blackthorn.io

Engagement Suite

All in one place.
Always on Salesforce.

