Integrating with Desk.com
These days it’s more important than ever to be a customer-centric company. The benefits of connecting your systems so everyone at your company can share information and collaborate to help customers are obvious. But if you’re a small business with limited resources, how can you do it?

Turns out it’s easy. One of the benefits of cloud-based solutions is that they’re easy to integrate so you can adapt and scale your business. Desk.com offers a variety of integration possibilities ranging from deep, two-way solutions to “picture-in-picture” types. Read on to learn how easy it is to connect support to the rest of your company, and how integrating with Desk.com can help your business grow.
When you share customer information across your company—securely, of course—everybody wins. Desk.com makes it easy to share data so you can collaborate more effectively and make every customer experience exceptional. Here are just a few of the departments and apps you can connect with Desk.com:

**Connecting departments**

When you share customer information across your company - securely, of course - everybody wins. Desk.com makes it easy to share data so you can collaborate more effectively and make every customer experience exceptional. Here are just a few of the departments and apps you can connect with Desk.com:

### Sales
- salesforceIQ
- salesforce sales cloud

### Marketing
- Formstack
- get feedback
- Nicereply

### Product/Engineering
- Atlassian
- Trello

### Operations
- slack
- mixpanel
- TOTANGO
There are four main ways you can integrate Desk.com with other systems. They offer different levels of information-sharing and complexity – but the same ease of use.

**One-directional**
Information is shared one-way from Desk.com into another system, or from another system into Desk.com.

**Bi-directional**
Information is shared in both directions between Desk.com and other apps.

**Side-by-side**
Information from another app is displayed as a “pop up” within Desk.com.

**App-within-app**
Another app is displayed within the Desk.com user interface so your agents can work with both at the same time.
One-directional integration

In one-directional integration, information is shared one-way from one system into another. This type of integration is used when you just need to see the data from one system in another, but you don’t need to update it. For example, it might be helpful for your support agents to see customer orders and shipping status, but they don’t necessarily need to change that information.

How to do it:
In most instances, to send information to Desk.com, you use the admin panel of a partner like AppBot. To send information from Desk.com to partners like Slack, use the Desk.com admin panel. You can also create custom integrations using our open APIs. For more information, check out the documentation at dev.desk.com.

Example apps:
- Analytics (get insights about all of your business in one place)
- Chat and collaboration (record conversations and attach to cases)
- E-commerce (view e-commerce information while working cases)
- Marketing surveys (capture customer feedback and create cases)
Just as it sounds, bi-directional integration let you share information in both directions. If you update information in one system, the change is automatically reflected in the other. These types of integrations are good when you need the same data (like customer contact information) in multiple systems. Desk.com offers bi-directional integration with Salesforce so your sales and service teams can both stay up-to-date on customers.

**How to do it:**
It’s as simple as going into the Desk.com admin panel to add integration with SalesforceIQ or using Desk Connect to integrate with Salesforce. Or you can use an existing partner (like Bedrock Data) and connect from within their admin panel. You can also create a custom integration using our open APIs. For more information, check out the documentation at dev.desk.com.

**Example apps:**
- Sales Cloud and SalesforceIQ (sales and service can see every customer interaction, case, and opportunity)
- Other apps like HubSpot and Marketo (share customer information between marketing and support)
This type of integration lets you open another app from within Desk.com to quickly access relevant information. It’s good when you need to make it easy for agents to quickly access information from a back-end system with a specific URL. For example, you might want to quickly access customer data via a search of an e-commerce system.

**How to do it:**
You can easily create an integration URL within the admin panel. Once created, it will display immediately within every Desk.com case.

**Example apps:**
- Billing systems (viewing a customer’s billing history)
- e-commerce systems (viewing a customer’s order history)
- ERP (checking available inventory)
This type of integration is unique to Desk.com. It lets you display information from another app within the Desk.com user interface so your agents can work with both at the same time. It’s good when you need to let agents work more efficiently with two apps, but the apps don’t have to talk to each other. Online retailers might use this type of integration to let agents see a customer’s shopping cart within Desk.com, for example.

How to do it:
It’s as simple as setting up an integration URL (like the side-by-side integration), but instead of linking to a website, you display the content within Desk.com.

Example apps:
- Google Maps (visually displaying the customer’s address within the case)
- e-commerce systems (visually displaying the customer’s order history and allowing more advanced functionality, such as resetting the customer’s password from within Desk.com)
Visit the Desk.com App Hub www.desk.com/apps to see more ways to extend and scale your service.

Or, try Desk.com now for free and see how fast, awesome customer service can help your business grow.

TRY DESK.COM FOR FREE