Blackthorn.io

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

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 Payments

Blackthorn Compliance

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.

Blackthorn Storefront

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.

Higher Education

Whether you're engaging with prospective students at open days, faculty at academic conferences, or with alumni for fundraising – the Blackthorn suite can support your engagement strategy across campus and across the globe. As the Salesforce Education Product Partner of the Year, we are confident we can help you maximize your school's Salesforce investment. The Blackthorn Engagement Suite can transform your event and engagement data into actionable insights to support the full student lifecycle from enrollment to student success and advancement. Let's explore some of our most common use cases for Higher Education.

Recruitment and Admissions

Blackthorn Events is the ideal solution for recruitment events and open days with individual, family, and group-based school registrations. From community career fairs to on-site recruiting at local admission events, utilize the Blackthorn events app for:

- Salesforce-native Event Registration and Management
- Custom question reporting and attendee insights
- Mobile Check-In & Badge Printing
- Invaluable data enhancements for your recruitment CRM and SIS

Once you have your event created, the next step is to manage communication to potential attendees by sending reminders and updates about upcoming events. Engage with current or prospective students through SMS, creating the highest likelihood of engagement with open rates averaging 95%! With Blackthorn messaging, you can use SMS to reach out through multiple communication channels to engage students on campus, reach out to parents with critical updates, and send reminders to all parties about upcoming events & activities.

With boots on the ground and a communication strategy secured, your team is ready to offer a direct call to action through Storefront. Looking to distribute digital brochures? Need to make it easier for parents/alumni to make a donation? Is your school selling digital affiliation badges?

With Storefront, you can build access to any digital good or service on offer, including tour add-ons or other target connections. Connect your Storefront offerings with automation flows that connect the purchases to all the necessary systems, alerts, and engagement tools on the backend.

With parents and students interacting on Storefront, your institution may see an increase in payment processing. From the highlighted tour add-ons to donation payments, you will need a system in place to process multiple payments. Handle all of your payment processing AND keep your student's data safe by adding Compliance to your payment stack.

Student Success

Are you looking for a better way to communicate directly with students? Reach out via SMS to encourage student participation in programs being set up by the school on their behalf. Actively monitor and mediate student success by connecting SMS messaging to your Student Success Hub (Education Cloud), giving your team the ability to act on aggregated data to reduce the risk of potentially negative student outcomes. Enable your school to build a two-way communication outlet to empower the staff to better support success.

Increased communication with students can mean an increase in the transfer of sensitive information. You've secured your student's data by implementing Salesforce Shield with platform encryption, but that only encrypts data after it's already entered your CRM. Blackthorn Compliance scans and prevents sensitive data from ever entering your CRM via emails, attachments, SMS messages, live agent messages, and more. Compliance can search for sensitive data to mask/delete it to ensure your student's data is always secure while keeping your system's data compliant.

Student success plans often include meetings or engagements. Utilizing an events platform will give your team access to engagement data that can help you gauge the level of involvement throughout your student body. Student groups and faculty can use the platform to engage other students for career or dorm mixers, volunteer activities, etc.

Align your events platform with Storefront to fully automate engagement. Building a group directory within Storefront gives students the ability to select different groups or events to participate in. When a student visits the service directory and adds an activity to their cart, it can trigger an enrollment flow - automating the admin on the back end. This and any number of other automations can be built bespoke for your organization to provide a connected storefront experience inside of your CRM.

Alumni and Advancement

Alumni and events go together like pb&J. From events chapter meet-ups and university-sponsored alumni events like 'Moms' Weekend' to galas, fun-runs, or fundraising events, Blackthorn Events can collect your engagement data directly in Salesforce and enhance your advancement CRM. Target and tailor your events to hit specific donor profiles at different funding levels, personalizing the experience from the event page to the registration process. Consolidate, automate, and build engaging events and communications journeys from your Salesforce org.

Use SMS communication for all your confirmations, reminders, and event updates - reaching your alumni and donors where they're at, on their phones, with open rates nearing 95% compared to email. Messaging can be used to send out itinerary reminders for scheduled events, schedule timed outreach for fundraising events, and encourage donations after impactful current events. Ex: "UT beat X - they need new goalposts" and it can all be done in advance or on the fly with audience segmentation using our Smart Scheduler technology.

Power up your field events, with BT payments so you can process donations or alumni goods onsite. If your school is using Commerce Cloud and other tools to create donation sites, Blackthorn Payments can also be used as the transaction engine behind those giving campaigns - keeping all of your transactional data PCI compliant and connected to the right donors so you always have a clearly reported view of your revenues.

Protect your donor information and reduce the risk of credit card, banking, or unencrypted PII entering your Salesforce instance with Blackthorn Compliance. You may already have Salesforce Shield in place to encrypt access and monitor your platform history, but the addition of Blackthorn Compliance closes the functional gap in Shield - it prevents that patterned, errant data from ever entering the system at all.

Offer a custom storefront of alumni donations, memberships, and other digital offerings. Alumni can add a membership to their shopping cart to kick off a flow that will reflect that membership on their donor record in your CRM. With the easy point-and-click functionality to create new storefronts as needed, you can create local chapter and campaign-specific stores that all run their transactions through your Salesforce instance, showing you the true value of your campaigns.

Bonus Round: Create a reciprocal relationship between the advancement org and your Cont Ed organization by collecting and sharing engagement data. Engaged Alumni are Giving Alumni, so use the continuing education and community outreach programs your schools are running to your advantage and engage more deeply with your alumni.

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Engagement Suite

All in one place.
Always on Salesforce.