

CloudApps Expands Reach into Nordics by Appointing Fluido as SuMo for Salesforce Reseller

Submitted by: CloudApps

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Leading CRM consultancy will use game mechanics to motivate user behaviours from Adoption to Addiction

LONDON, May 12th 2014 – CloudApps (<http://www.cloudapps.com>), the company behind an innovative system delivering increased business performance through gamification, has announced a new partnership with Fluido. The leading Nordic Salesforce CRM consultancy is adding the SuMo (Success through Motivation) for Salesforce application to its product portfolio. Under the agreement, Fluido will be working with CloudApps as a reseller and implementation partner.

SuMo for Salesforce (<http://www.cloudapps.com/product-overview/sumo-for-salesforce/>) is at the forefront of business innovation schemes, using revolutionary gamification techniques to increase user engagement, motivate best practice behaviour, provide real-time coaching, increase learning and address poor data quality.

As the leading Salesforce.com CRM consultancy in the Nordics, Fluido's customers operate in almost every line of business and represent organisations of all sizes. By acting as a provider, adviser and implementation partner for SuMo for Salesforce, Fluido will be able to help customers maximise their Salesforce.com investment, combining their detailed knowledge of best-practice CRM processes with the world of behavioural motivation. As a part of the agreement, Fluido will also be training its consultants to deliver the SuMo Pulse managed service, which includes regular reviews of the game mechanics and communications content to ensure businesses embed behavioural change for the long haul.

As the solution is delivered 100 per cent on the Force.com platform, SuMo for Salesforce will allow Fluido to deliver the benefits of game mechanics to its salesforce.com customers with a tightly integrated user experience that provides a seamless user experience.

Kai Mäkelä, CEO, Fluido comments, "By entering into this agreement with CloudApps we believe we have selected the best gamification application and service methodology allowing us to deploy the science of behavioural motivation that will accelerate our customers CRM success. As we practice what we preach, we are extremely excited to be using SuMo for Salesforce to push our own CRM use to the next level."

"This agreement with Fluido expands our access to a wealth of Salesforce.com customers in the Nordics." states Peter Grant, CEO, CloudApps. "This is a great opportunity to really drive CRM success in the region through the use of game mechanics, using proven techniques to maximise the potential of individuals throughout an organisation. By tapping into the intricacies of human behaviour, we can allow businesses to embed innovation, motivating people to power an increase in business performance."

About CloudApps

CloudApps increases business performance by motivating and measuring behavioural change.

CloudApps enables organisations to constantly improve and optimise the performance of people, through the application of intuitive, social and mobile applications. CloudApps' secure, trusted cloud platform employs game mechanics and expert content to motivate and measure the impact of behavioural change.

Enabling social engagement through nudging and rewarding employees, customers, prospects and partners, CloudApps creates much deeper levels of engagement with organisations. Everyone in the new breed of socially connected enterprise has become "a market of one" and as such constant, evolving dialogue is critical to ensuring that individuals are motivated and driven to excel.

CloudApps is already in use by 250 customers, including blue-chip organisations such as AMEC, EE, ERM, Lush, La Fitness, Salesforce.com, Sears, Tesco and TUI Travel.

For more information go to <http://www.cloudapps.com/> (<http://www.cloudapps.com/>)

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CloudApps – People Powered Performance

About Fluido Group

Fluido is a rapidly expanding Nordic system integrator that focuses solely on Salesforce.com related solutions. As the new customer behaviors, enabled by mobile and social channels, push the boundaries of today's enterprises, these solutions combined with Fluido's expert services help companies transform their business.

Since the foundation in 2009 Fluido has worked with over 150 organizations of all sizes and various business verticals.

Fluido is the only authorized Salesforce.com training partner in the Nordic countries and Salesforce Marketing Cloud reseller.

Fluido's headquarters are located in Espoo and Fluido employ over 55 people. Fluido also has offices in Stockholm, Oslo and Copenhagen.

Website: <http://www.fluidogroup.com> (<http://www.fluidogroup.com>)