

User updates information on his social network profile



If there is a relevant change call internal API to notify customer

handle-social-network-update

Get relevant CRM entities affected by the change within the social network



snapADDY API

snapADDY only stores the social network link together with the id of the corresponding entity in the customer's CRM. No other information from the CRM will be stored.

Handle each entity individually (e.g. we might find a Lead and a Contact)

create-social-network-update-suggestion

Get user data (CRM access tokens, CRM mapping) of the pre-configured social network update user

Execute duplicate check against the provided CRM entity

Check if any fields differ from the CRM entity (the customer might already have updated the entity via other sources)

Send social network update suggestion to user's Grabber



User's CRM (e.g. Salesforce)



snapADDY DataQuality