



1440

1440 and Reckitt Succeed with Digital 360



How Jon Jessup and 1440 Made It Happen

Digital 360 is the driving force and new industry standard for enterprise companies wanting to cater to their customers' preferred levels of communication and engagement. Digital 360 focuses on the complete integration of Salesforce's top-rated cloud-based services.

With the world's digital commerce rates climbing to historical highs, more companies are taking advantage of the power Digital 360 has to offer.

Reputation Studio

Consolidates all of your reviews into Service Cloud where service teams can easily respond to reviews, pull reports and generate powerful analytics.

Translation Studio

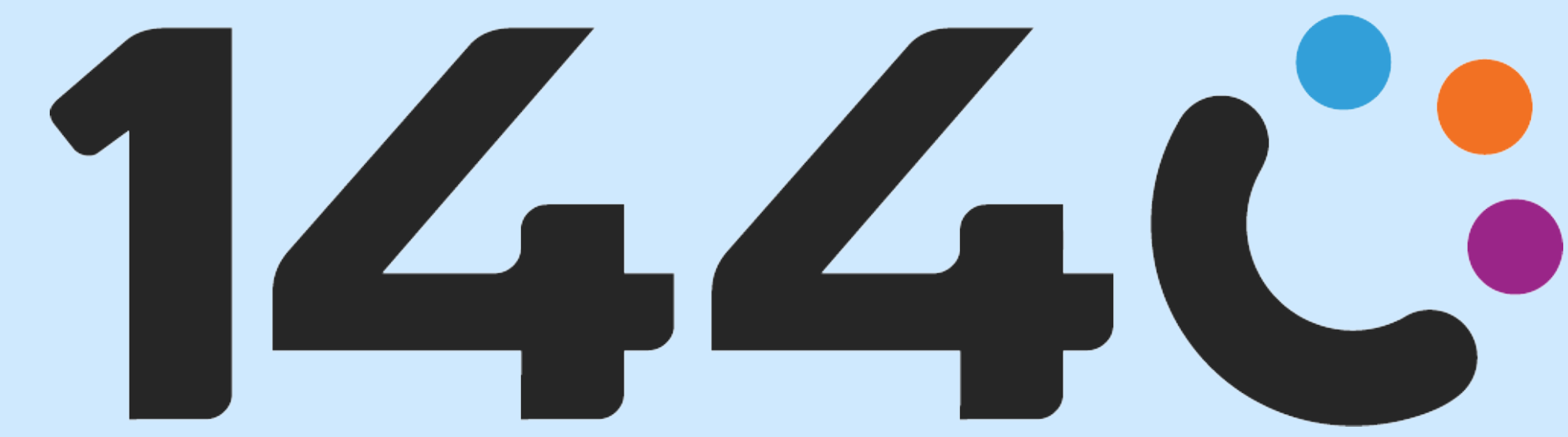
Supports customers who do business in global marketplaces. Don't let language be a barrier when it comes to customer experience. Translation Studio automatically translates any Salesforce object into any language in seconds.

Commerce Studio

Supports multi-channel retailers to build a better customer experience by supporting orders, returns, and logistics. Consolidate customer communications from multiple eCommerce platforms.

Messaging Studio

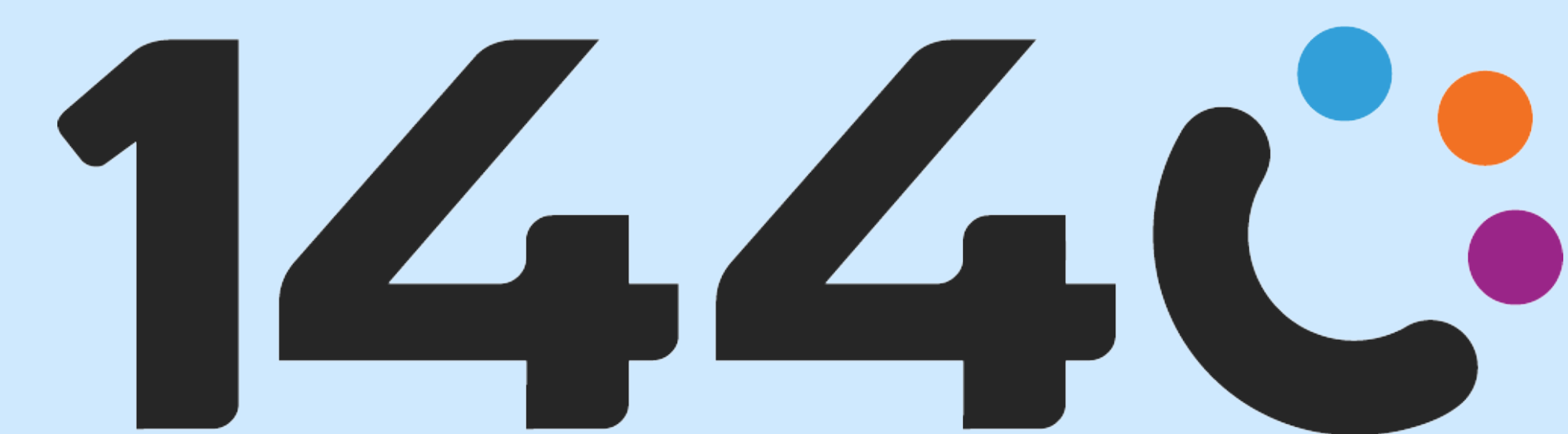
Creates a unified agent workspace for popular messaging services, helping brands bring personalized customer experiences to the chat experience while uncovering hidden ROI.



One of the Salesforce Partners helping companies make this transition is 1440. In an effort to help brands create a seamless experience across a digital customer journey by harnessing the voice of their customers, 1440 created a trio of solutions: Commerce Studio, Translation Studio, and Reputation Studio. Digital eCommerce capabilities are consolidated to improve customer service with Commerce Studio, Translation Studio bridges language barriers in second, and Reputation Studio brings all reviews and marketplace questions into one location for easy analysis and response. Founder Jon Jessup merged his renowned solutions to form the new company in 2021. Says Jessup, “We started seeing the synergies across our teams and products, and it just made sense to merge these tools into a suite for our customers.”

Among their esteemed customer list, one of the enterprise-level companies that has adopted Digital 360 with the help of 1440 tools is Reckitt. Reckitt is a customer-centric global nutrition company featuring brands like Lysol, Airwick, Enfamil, Durex and Scholl. Along with Mucinex, Airborne, and Neuriva, Reckitt’s brands fall into three categories: hygiene, health, and nutrition. Each is in a unique position to make a difference in the world. Together, they nurture individuals, families, and communities to live cleaner and healthier lives through products and educational initiatives.

With Digital 360’s Service Cloud, 1440 saw an excellent opportunity to deepen Reckitt’s connection to the customer experience and take necessary steps to improve their service. In October of 2019, Reckitt signed up for Salesforce’s Service Cloud through 1440.io in a move to enable growth and provide detailed, up-to-date customer and product information. Using 1440’s signature solution, Reputation Studio, Reckitt’s team can easily curate online reviews to deliver more informed, considerate, and comprehensive responses to customer needs.

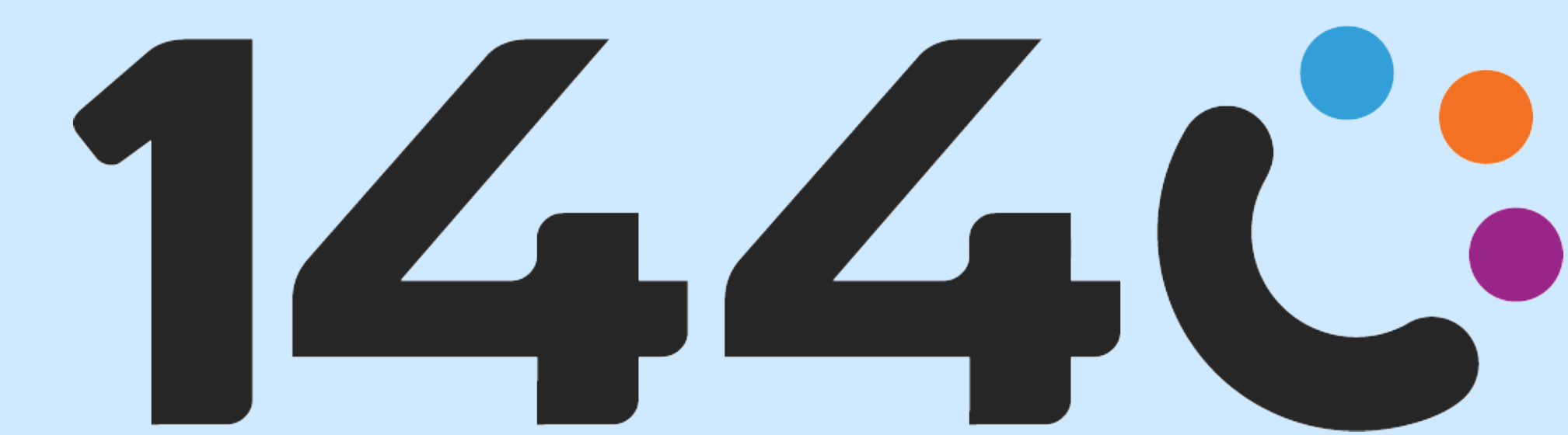


Reputation Studio streamlines the personalization of service by gathering reviews and questions from nearly any platform into one digital location, standardizing Reckitt's response across their global markets. Now they can quickly respond to reviews, pull reports, and use powerful analytics to coordinate product, marketing, and service strategy. It's a comprehensive win for any team. This tool gives agents an even broader view of customers and more automated, more intelligent, and robust service capabilities.

1440 Founder and CEO Jon Jessup points out, "We have seen Reckitt expand its online business with Amazon globally and other key marketplaces, as its customer care team has scaled its ability to support customer needs."

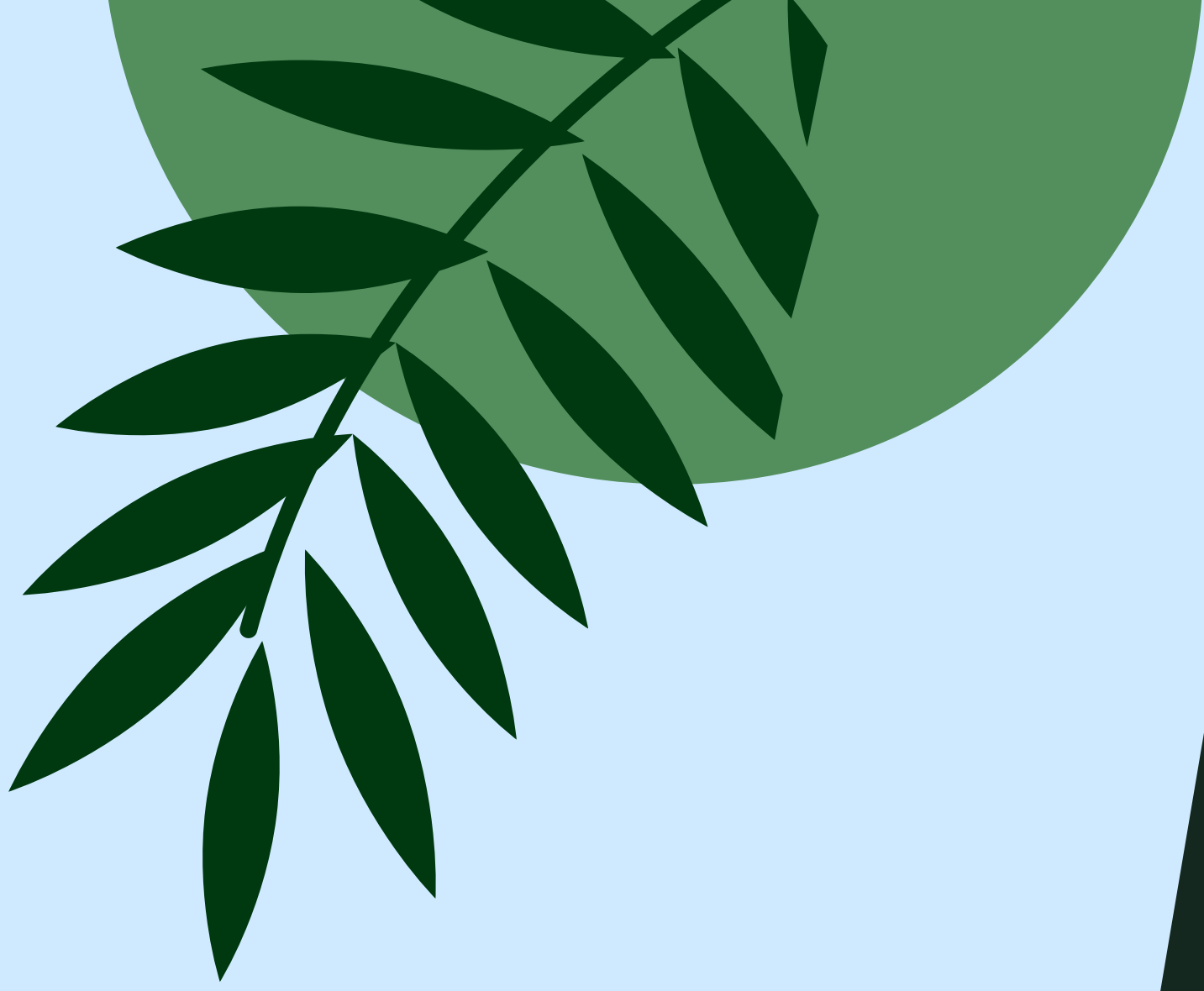
With the efficiencies gained through Reputation Studio and Service Cloud, they can respond to 100% of their reviews and questions across all the channels they monitor. Using the tool, Reckitt leverages approval workflows that ensure consistent, on-brand messaging for all 18 brands. With the launch of 16 Amazon markets, their branded websites, and retail partners and marketplaces, Reckitt now has cross-channel analytics to understand the voice of the consumer better.

They continue to add and vet additional channels globally to be the leader in customer engagement in ecommerce. "We're exploring all the ways that 1440 can help us. We've already become more efficient, and now it's about how we can apply technology to help consumers. We want them to know that we're listening, and we're here." -- Customer Care Director at Reckitt.



1440 is a technology provider that helps advise, implement, and optimize consolidating customer experience data for more accurate, comprehensive, and personalized service. They combine industry expertise, leading cloud platforms, and data science to deliver significant outcomes for consumer-centric brands. 1440 helps their clients maximize the power of their data to solve their most critical challenges. 1440's suite of tools help businesses centralize and streamline everything it takes to win the moments that matter: review management, order management, customer messaging and translation.

Of the 1440 mission, Jessup says, "Oftentimes, we hear people talk about how many hours there are in the day. But when it comes to ecommerce, it's actually the minutes that matter. In fact, our company name – 1440, represents the number of minutes in each day. We know that time is one of your most valuable assets. And we're committed to delivering products that empower you to optimize the processes you use to deliver great customer experiences every minute of the day."



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One of Reckitt's most impressive accomplishments is that they have deepened consumer relationships by eliminating their backlog and responding to nearly 5,000 new product questions and reviews per month. They achieved all of this in North America alone, with existing staff, resulting in a 100% response rate to reviews and questions within their required Service Level Agreement (SLA).

With the changed digital landscape under COVID-19, Reckitt's forward-thinking addition of Reputation Studio gave them significant tools to monitor an exponentially increased review volume, approve their responses, and boost operational success.

Most of today's successful companies are making the complete transformation to Digital 360, and Jon Jessup is the expert to help guide you on the way.

[See what Digital 360 can do for you](#)





About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social and artificial intelligence—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: salesforce.com

About 1440

Founded in 2021, 1440 helps organizations across diverse industries deliver on the promise of digital ecommerce. Their team members are Salesforce experts passionate about building cutting-edge technology that solves major business problems. They use this technology and business acumen to prioritize and win where companies require change. Making the most of each minute, 1440 evaluates and eliminates infrastructure for a more streamlined customer-centric service experience. Chief strengths of 1440 include achieving brand loyalty through global review consolidation, providing high-order strategy capability with multi-channel order management, and ensuring simple and accurate communication across all languages and localities. 1440 optimizes operations, so their clients get time back. Learn more at **1440.io**.

