What's new on Symphony?

Pro tip #1: Create a to do list for yourself by setting up a personal signal.

Any time someone asks you to do something, respond back with a custom #hashtag, for example, #ToDoDavid. This way, all of your to do list items that you have tagged will show up in a chronological list and if you need more information, you can simply click 'Context' to access the original message.

How is the community using Symphony?

Connect with those you need, when you need them: Symphony understands that your community exists inside and outside your team, office, and company, so we make it easy for you to find and connect with exactly who you're looking for with Symphony's trusted global directory.

Let's look at a team that was struggling with new client on boarding... Before Symphony, the sales person who landed the deal would let the account manager, customer support and training team know that a new client needs assistance, and manage introductions and requirements between the correct contacts from each firm to get their new client up and running.

Now with Symphony, an alert is sent directly to the platform from your sales automation tool using custom integrations, letting the whole company know that a new client had just been signed. That same alert is intercepted by a bot that automatically creates a cross-enterprise, or external, chat room including the account manager, the correct support and training contacts, and the new client as participants. In the chat room, the support and training teams can talk directly to their new clients and move the process forward.

As the set up progresses, the account manager adds more participants to the chat room from both firms via desktop or mobile using Symphony's trusted global directory, to coordinate on-site trainings and remote webinars to help their new client get started. Now, doesn't that sound better?

Symphony in the News:

The Symphony community is growing - see what **The Wall Street Journal** wrote about Symphony's external communications.

Our CEO, David Gurlé, was quoted in **TechCrunch** saying "'We started in financial services, but there are other markets...Think about manufacturing, defense, insurance, energy, which are very [business-to-business] centric and the relative value of confidentiality, of data ownership, and security of information is extremely high.'"

Coming next month: How you can use Symphony APIs, Bots, and Apps