77% Faster Form Builds At Kornit

Industry:
Textile Printing

Customer Since:
2020

Products:
Enterprise Suite

Features:
Forms, Surveys, Doc Gen, eSign, Automation

BACKGROUND

Kornit is a global textile printing technology company providing digital solutions. Its technology supports sustainable manufacturing by connecting production to demand and promoting more efficient methods.

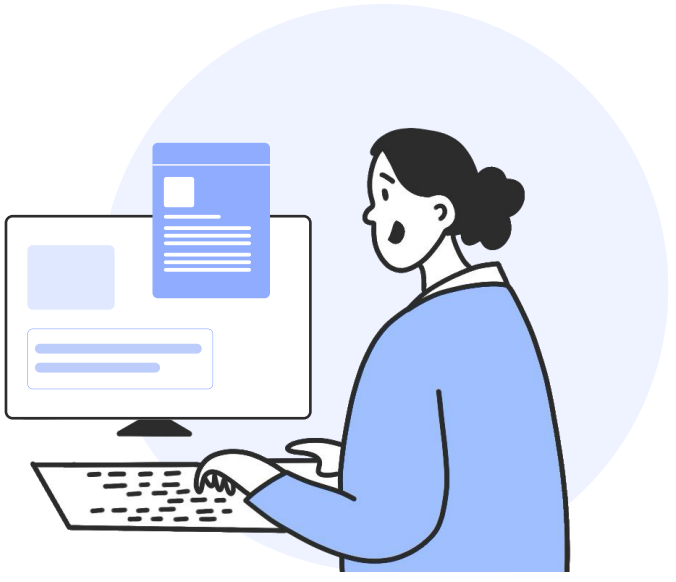
Kornit's Service team includes approximately 60 field engineers who install, inspect, and refurbish equipment at customer sites. The company also runs international Marketing activities, including trade shows, events, and campaigns.

KORNIT'S CHALLENGE

Kornit uses Salesforce to manage Marketing, Sales, and Service operations, but teams needed more flexible and branded forms to collect information, automate workflows, and update Salesforce records.

Marketing needed forms for lead generation, event registration, and surveys that matched its redesigned website.

The Service team needed mobile-friendly field reports to replace paper, Excel, and disconnected systems, with save-and-resume, photo capture, multi-object updates, PDF generation, and eSignatures.



TITAN'S SOLUTION

Kornit chose Titan Experience Studio to build Salesforce-connected forms and surveys across its Marketing and Service departments.

Solution	Description
Salesforce Field Service Reports	Mobile-friendly, multi-step forms for Salesforce pre-fill information from Salesforce records. Conditional rules and Power Tables guide engineers through checklists and region-specific requirements.
Digital Reports and eSignatures	Engineers upload photos, collect eSignatures, and generate PDF reports. Completed reports are emailed to customers, attached to Salesforce Cases, and are available for download.
Resumable Service Forms	Engineers save unfinished reports and return with their original photos restored, supporting field visits lasting up to three days.
Conditional Service & Inspection Forms	One conditional form replaces separate DTF and DTG reports. Additional Salesforce inspection forms support pass/fail refurbishment checklists and installation summaries covering parts, completed steps, and work hours.
Salesforce Lead Capture & Event Registration	Marketing forms capture trade show leads directly in Salesforce. Event registration forms with sessions connect to Salesforce Campaigns to manage registrations and attendance. Other event forms collect time slots and meal preferences.
Branded Website Forms	Reusable templates help Marketing build forms independently. Kornit's Contact Us form is embedded on its website using an iframe, matching its branding and fonts.
Automated Customer Surveys	Titan supports annual customer and employee surveys. When a Salesforce Case closes, a Flow triggers an automatic customer satisfaction survey.
Reusable Templates & Team Enablement	Titan's professional services team helped Kornit establish reusable templates and build expertise in Salesforce actions, mobile layouts, and document generation.

KEY RESULTS

- **77% Faster Form Builds:** Kornit's first complex Service form took two to three months to build. With an established foundation, subsequent forms took just two to three weeks.

- **Initial Form Builds in 3 to 4 Days:** By adapting an existing form, Kornit can produce an initial version in three to four focused working days.

- **60 Field Engineers Supported Worldwide:** Titan's Salesforce mobile forms support approximately 60 engineers conducting installations, inspections, and field visits globally.

- **Multilanguage Forms for Salesforce:** Kornit supports multiple languages across its forms, helping the Marketing team deliver localized experiences across different markets.

- **2 Service Forms Combined Into 1:** Kornit replaced separate R2R and DTG forms with one conditional workflow that displays relevant fields and photo sections based on Salesforce parameters.

- **Immediate Salesforce Updates:** Completed reports, photos, and form data are added to Salesforce through one workflow. Salesforce actions save form data to the relevant records automatically, keeping service information together in one place.

- **Independent Form Building for Marketing:** With one forms platform for marketing, service and surveys, Kornit's Marketing team can independently create and update branded forms using reusable templates.

- **Automated Post-Service Feedback:** When a Salesforce Service Case closes, a Flow automatically triggers a post-service feedback survey, helping Kornit collect customer feedback on service delivery.

"Titan's major advantage is its connection to Salesforce, making it easy for us to access objects, use the API, and run Salesforce actions." - Liron Moscovich, Salesforce Business Application Analyst at Kornit.