

Force Readiness Command Center

Bridging the Intelligence Gap between the
Frontline and Command. Secure, Salesforce-Native
Sentiment Capture for the US Army & DoD.

Operation Health Index: Closing the Loop on Force Sustainment

SalesHub's **NPS Survey Solution** provides the US Army and Department of Defense with a secure, agile, and Salesforce-native framework for measuring mission success. Moving beyond antiquated annual climate surveys, our platform offers leadership a real-time "**Operational Health Index.**"

By leveraging the "**CX Orchestration**" methodology, we ensure that sensitive sentiment data from the Warfighter and civilian workforce is funneled through a secure, encrypted, and compliant pipeline directly into actionable Salesforce dashboards. Whether measuring the quality of life for military families or the user adoption of new field technology, SalesHub transforms raw feedback into **Command Decision Support.**

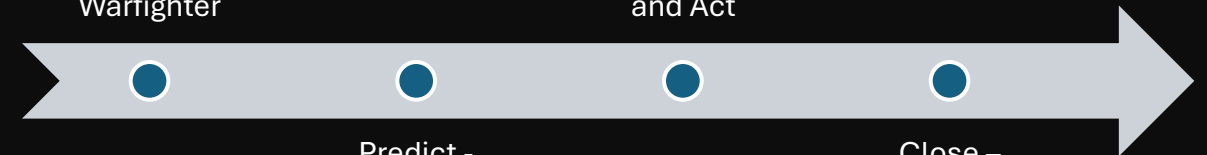


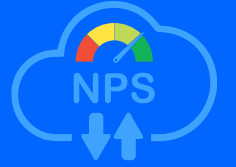
Listen -
Sentimental
data from
Warfighter

Act - Decision
and Act

Predict -
SalesHub
Orchestration
Layer

Close -
Improved
Conditions





Mission First: Tactical Sentiment for Strategic Command



Retention Intelligence & Personnel Sustainment - Track morale and quality-of-life trends across commands. Identify friction points in the Soldier lifecycle before they impact retention.



Material & Software Modernization Feedback - Measure the effectiveness of new equipment deployments and software training. Ensure tools work for the Warfighter, not against them.



Agile Command Climate & Institutional Trust - Replace slow annual surveys with agile, real-time feedback. Give leadership actionable data to improve unit health and performance.



Zero-Trust Architecture: Secure Data Pipelines

Secure Data Pipelines for Public Sector Trust

- Our solution acts as a secure 'Pulse,' ensuring sensitive feedback flows from the field to leadership without leaving the **Salesforce Government Cloud** boundary. We enable compliance with **DoDI 8910.01** and **DoDI 1100.13** by providing a licensed, auditable survey pipeline.
- **FedRAMP & IL5 Ready:** Because the platform is 100% Native, you inherit the security posture of the Salesforce Government Cloud.
- **FIPS 140-2 Validated:** Highest level of data encryption for feedback in transit and at rest.
- **CAC/PIV Integration:** Secure, smart-card access for every user.
- **Section 508 Compliant:** Ensuring accessibility for all Service Members and Civilians.



The Agentic Loop: Transforming Sentiment into Mission Action

LISTEN

LISTEN: Post-Deployment Pulse

Automatically survey units 30-days post-rotation to capture critical training gaps.

PREDICT

PREDICT: Identifying specialized personnel churn

Deploy "Pulse Surveys" to identify why specialized personnel (pilots, cyber, medics) are leaving. Use Predictive AI to flag units with declining "Institutional Trust".

ACT

ACT: Software User Adoption/IPPS-A

Deploy "Pulse Surveys" to identify why specialized personnel (pilots, cyber, medics) are leaving. Use Predictive AI to flag units with declining "Institutional Trust".

CLOSE

CLOSE: Housing & Garrison accountability

Hold contractors accountable. Automated NPS triggers when a housing repair is closed. Low scores automatically escalate to the Garrison Commander's dashboard.



Native Salesforce Sentinel: IL4/IL5 Deployment Ready



- **Native to the Salesforce Ecosystem** - Because we are **100% Salesforce-Native**, survey results are linked directly to your existing Personnel or Asset records. No third-party API, no data lag, and no additional ATO (Authority to Operate) required for external data hosting.
- **Agentic CX Platform** - Operational Health Command Center
- **Retention Risk Alert (AI-Driven)** - Flags personnel burnout/intent to separate *before* it happens.
- **Intelligence Synthesis** - Groups 1,000s of field comments into actionable "Mission Friction" points.
- **Command Action Response** - Ensures every "Detractor" (Soldier issue) triggers a Task for the proper NCO or Officer
- **Zero-Trust Compliant Architecture** - No external APIs. Data stays within the ATO (Authority to Operate) boundary.

Operational Return on Investment (ROI)

Quantifying Mission Impact.

In government, "Money" is "Time" and "Manpower":

Restore 12 hours/week per personnel officer by eliminating manual follow-up and data entry into external systems.

Eliminate Tool Sprawl: Consolidate external survey licenses (SurveyMonkey/Qualtrics) into a single Salesforce line item.

Mission Impact: Reduce "Negative Sentiment Lead Time" by **60%**.





Request a Capability Briefing & Pilot Program

Schedule a Capability Briefing

Our team is available for virtual briefings or on-site presentations for PEOs and Command Staff.

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Inquire for Capability Statement & Briefing.