

Private Client Data Security & Data Analytics Framework



Overcoming Data Security and Productivity Issues with Salesforce CRM.



CHALLENGES

The customer suffered from poor sales and marketing processes.

They faced various issues with data security

The client faced problems with data entry errors due to extensive paperwork.

The manufacturer could not send automated e-mail communications.

They lacked a good data analytics system



SOLUTIONS

As part of our tailor-made solution, we implemented Salesforce CRM. We also helped the injection mold maker to redesign their sales and marketing processes to enable them to use Salesforce effectively, besides developing an effective data security framework.

We worked with the manufacturing organization to customize Salesforce; we ensured all fields used to capture information about leads and page layouts were customized to meet the client's unique needs. We also created new user roles in the Salesforce system to facilitate hassle-free usage of the enterprise IT platform by the customer's team.

Our specialists integrated the client's email system with Salesforce; this enabled the injection mold company to launch email marketing campaigns and send updates to customers about their products, with little effort.



RESULTS

Automated threat detection reduced enterprise risk with near real-time precision alerting.

50% Increase in Sales Productivity

82% Reduction in Manual Task Processing

35% Growth in Sales Revenues

Forecast accuracy increased as trend data for all Salesforce objects can now be monitored over a long period of time, impacting Sales, Service, and the companies' overall revenue.