

Case Study – Telecom

Ciberspring Salesforce.com Practice



THE CLIENT

- ❑ A fortune 10 telecommunications company.

THE CHALLENGE

- ❑ Client was struggling to maintain its Salesforce environment as a non-standard configuration and poorly implemented customizations were hindering platform use, making integration with other client platforms very difficult, and reporting practically impossible.
- ❑ Client was also forced to maintain an overhead data store for the sole purpose of extracting and cleansing Salesforce data and running standard day to day operational reporting.

THE SOLUTIONS

- ❑ Client engaged with Ciberspring to initiate a roadmap strategy assessment which resulted in recommendation for a new Salesforce design based on industry best practices. The marketing and lead nurture programs were re-evaluated and business processes refined such that data flowing into Salesforce was error free, trackable, integrated with multiple enterprise systems, and readily available for reporting within the platform (eliminating the need for the data store).

THE RESULTS

- ❑ Client saved critical dollars by eliminating the extraneous data store and was able to focus its team members on selling by reinvesting the money on training and advanced functionality. Best practice implementation configuration meant that team members could reference Salesforce documentation and leverage platform functionality without needing a lot of manual help or outside consultation. Ciberspring currently provides training and support services to the client.