



Transforming Partner Deal Management with **Salesforce CRM**

A Pathway to Revenue Excellence

About Praval

We at Praval bring a fresh perspective to problem understanding and build experience centric solutions.

5

Continents

15

Countries

245

Headcount

50+

Projects

3

Products



100%

Customer Satisfaction

63%

Certified Associates

45% have 2+ certifications

Technology Partners



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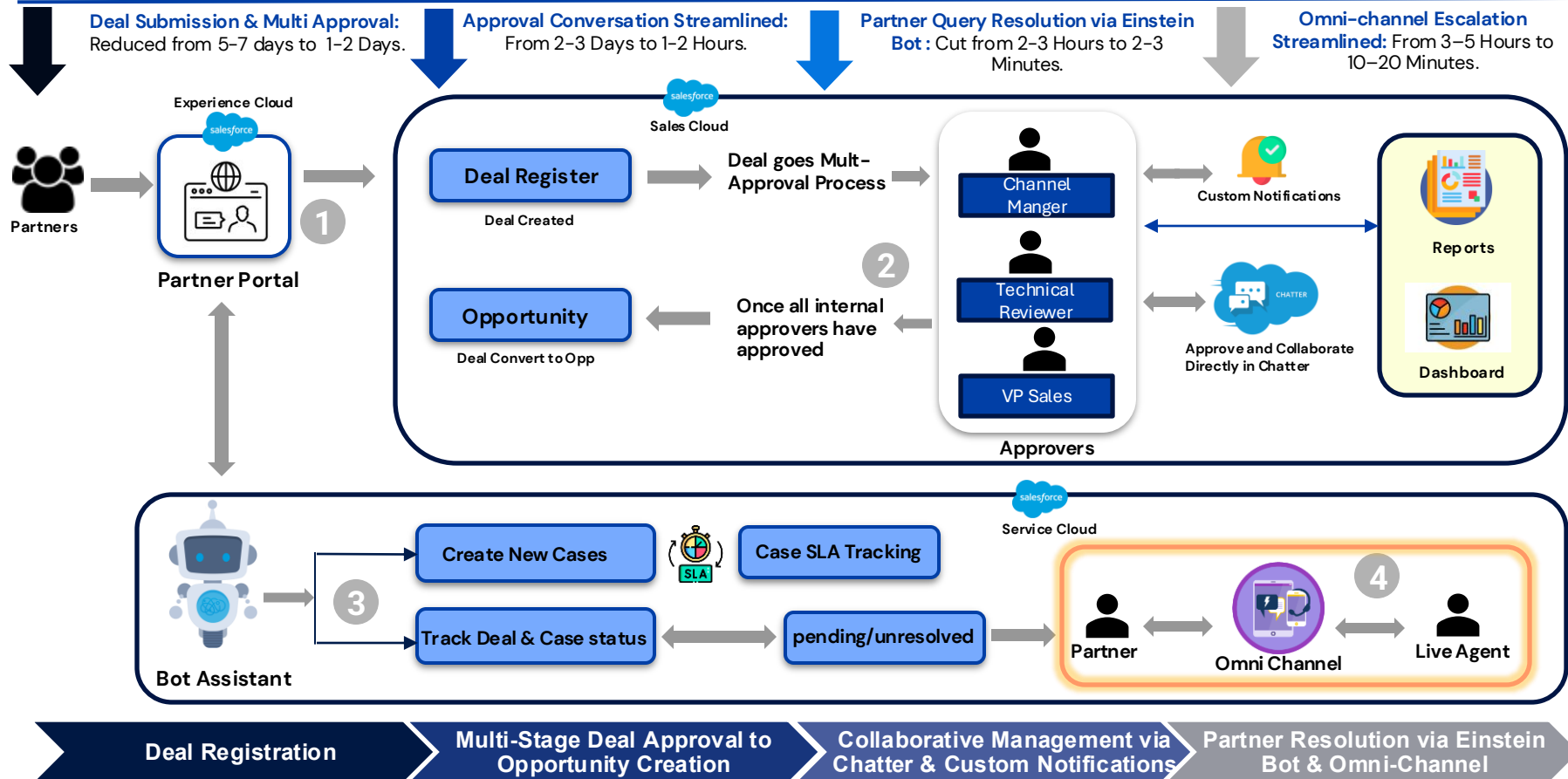
Case study – Streamlining Deal Registration & Case SLA with Salesforce CRM

Problem Statement: Deal approvals and case resolutions are delayed due to **manual workflows and disconnected systems**, causing **5–7 days** partner deal approvals and **30%** SLA breaches, leading to lost revenue and poor experience.

Solution: Implemented a **Salesforce** solution that cut deal approvals by **70%** with a custom Approval **LWC + Chatter** for real-time collaboration and custom notifications for partner transparency. Introduced a **Case SLA** live timer with **Einstein Bot + Omni-Channel**, reducing SLA breaches by **40–50%** and boosting partner and customer satisfaction.



Business Process Flow – “Deal Registration & Case SLA Transformation System”



Praval Tech Value:

Business Benefit	Out of the box	Praval value add
- Deal Registration & Approval is reduced from 5–7 days to 1–2 days. - Evaluation and confirmation speed is improved by 70% through automation.	Deals submitted through the Partner Portal (Experience Cloud) are automatically captured in Salesforce, eliminating the need for manual entry.	- Custom LWC Approval Button enables approvers to approve deals with comments directly on the record page. Approved deals are automatically converted to Opportunities via Flows. - Achieved a 70% reduction in conversion time and improved team communication.
Approval cycle time reduced by up to 70% through automated multi-level approvals and Chatter collaboration, enhancing operational efficiency.	Developed a Case SLA management LWC that provides live countdowns, status-based pausing, and escalation alerts to reduce SLA breaches.	Salesforce tracked partner deals through multi-level approvals, while Chatter and custom notifications provided real-time updates to streamline collaboration and reduce approval time.
- Salesforce Reports and Dashboards enhanced deal visibility and trend tracking. - Decision-making accuracy increased by 40%.	Einstein Bot gives real-time deal and case status to partners. - Reduces emails and agent requests, speeding up responses.	Einstein Bot allows partners to transfer urgent deals or cases to agents directly. - Seamless connection via Omni-Channel ensures real-time support and faster resolution.



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