

User Experience – the Missing Link in Salesforce Adoption

We all know that Salesforce is the gorilla of the CRM market, with market share larger than the next five competitors combined.

Low Adoption

But when I speak to salespeople who use Salesforce, there is a distinct lack of enthusiasm for the Lightning User Experience.

As a result, they minimize their use of the platform, opting instead to spend most of their time in third-party or offline alternatives. Many just enter the bare minimum of data into what they consider to be a system of obligation, rather than the productivity booster it was intended to be.

This is the phenomenon of "low adoption" and it can ruin the best-laid plans for a Salesforce system, not to mention the ROI on the entire corporate platform.

Salesforce Response

Salesforce recognizes this issue and offers a presentation at Dreamforce and World Tour events called **6 Guiding Principles to Maximize Your Salesforce Adoption**.

There's even a **Salesforce Adoption Strategies** course in Trailhead to reinforce these guiding principles.

The Missing Link

But, the problem of low adoption still plagues many companies using Salesforce. The reason is the usability of Lightning. Many users find it clunky, slow, and hard to use. And if your users don't like the User Experience, all your other efforts to improve adoption may be in vain.

But Lightning Web Components (LWC) has opened a whole new world of User Interface design in Salesforce. You can plug your own tab into the Lightning toolbar and create truly new and innovative user experiences, right inside of Lightning.

The Express Console™

Leaping Fox has done just that for the Sales Cloud with the Express Console™.

Written entirely in LWC, the Express Console provides an alternate Opportunity tab for the Sales Cloud, with a streamlined workflow and integrated to-do facility. It's so efficient that managing a pipeline and associated tasks takes about 50% of the clicks of standard Lightning. And with HTML 5 (an aspect of Web 2.0) most of the code actually runs in your browser, so it's FAST – pretty much as fast as your Salesforce org is capable of going.

Demo Jam Winner

The Express Console has won two major Salesforce-sponsored demo contests – the LWC Demo Jam at Dreamforce, and the highly competitive internal AppExchange SE Demo Jam, where Salesforce Solutions Engineers vote for their favorite new app.

If you'd like to discuss how the Express Console could boost adoption of your Sales Cloud org, contact me at lkhill@leapingfox.com, 203.253.7900.



Larry Hill
Founder



11 Dean Street
Stamford, CT



lkhill@leapingfox.com



Leapingfox.com



203.253.7900



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