



Case Study  
INFORMATION TECHNOLOGY | SALESFORCE CRM TRAINING AND CONSULTING  
Cable & Wireless Seychelles (CWS)



## CABLE & WIRELESS

### Organization

Cable & Wireless Seychelles (CWS)

### Customer Credentials:

- Located in the Republic of Seychelles
- Leader in the telecommunication sector in Seychelles
- Provides mobile, fixed line and broadband to the islands

### Solution delivered:

Hands-on training to enhance and optimize use of Salesforce CRM for increased sales and improved tracking of sales.

### Benefits:

- ✓ Targeted Salesforce CRM training
- ✓ Enhanced sales team preparation
- ✓ Improved sales tracking

## Cable and Wireless Seychelles Selects Doble Group to Provide Expert Salesforce CRM Training

### Challenge

The Republic of Seychelles, an island country in the Indian Ocean east of mainland Africa and northeast of Madagascar, has the smallest population of any African state. An archipelago nation, the Seychelles is a sought-after fishing, sailing and vacation destination. Cable & Wireless Communications has had a presence in the Seychelles since 1893 and provides mobile, fixed line and broadband to the islands.



## Case Study

### INFORMATION TECHNOLOGY | SALESFORCE CRM TRAINING AND CONSULTING Cable & Wireless Seychelles (CWS)

Though Cable & Wireless Seychelles (CWS) recently became connected to the SEAS Undersea Fiber Optic Cable and is now able to offer the service to the people of Seychelles, the company did not have a proper sales tracking system. Its sales team was doing ad hoc selling, and none of their client information was being properly captured. After a referral from Cable & Wireless International's Caribbean business, LIME, CWS enlisted the services of Doble Group, LLC, a consulting firm that focuses on improving business results through the implementation of CRM and Performance Management solutions and the alignment of its teams and processes for success.

#### Solution

Mariano J. Doble, CEO of Doble Group, has more than 24 years of practical sales and marketing experience across different industries in the international and U.S. marketplaces. With his experience, Mariano was able to perform thorough Salesforce CRM training for CWS, which was especially important since the company's salespeople had not received proper Salesforce.com training.

In addition to providing training on how to use the system to its fullest capacity, Doble Group provided CWS with application enhancements to customize the Salesforce CRM to meet its specific workflow requirements. The company also is providing CWS with ongoing support that aligns the Salesforce CRM with its specific sales and customer services processes to maximize its investment in the Salesforce.com system.

#### Results

***"Since we started working with Mariano and Doble Group, our salespeople using more data for their sales and are capturing more information, which is helping us close deals," explained Margaret Zarine, Manager of Sales for CWS. "They're applying what they've earned through the training and are able to identify issues to better manage our customers. Our sales team was very happy with Mariano because of his expertise and knowledge, and it's been a very good experience. We've had so much success, we're looking at other training that Doble Group can provide for us."***