



ROUND ROBIN – CASE STUDY

Since **Adobe** was founded in 1982 in San Jose, California, it has grown to \$4 billion dollar company with more than 11,000 employees worldwide. More than 90 percent of the world's creative professionals use Adobe products, such as Photoshop, and thousands of top brands rely on their digital marketing solutions.

Clearly, **Adobe** is hardly a start-up company. However, different parts of the company were growing in a similar fashion and experiencing all the challenges that come with rapid growth. Managers had no process to assign all of their inbound leads after they entered the system. Getting these leads assigned quickly and effectively had become critical.

“**Adobe** has the same concerns that every company has,” said Top Shelf CRM CEO Chris Oliver. “They don’t want to waste time and money.”

The company installed the Round Robin Rules from Top Shelf CRM, which allowed management to instantly assign all of their leads, including the assignment of leads to multiple queues. Robust reporting capabilities based on rep's performance with their assigned leads gave them the information they needed to allocate their resources more efficiently.

“If a large organization such as **Adobe** finds this app useful, imagine what it could do for a small or mid-size business,” added Oliver.

To learn more, visit Top Shelf CRM on the web and find out how their Salesforce.com apps can help you better manage your business.