

# Transformed a Fortune 100 Client into a Social Enterprise using Salesforce

The client wanted to leverage cloud for creating a single, seamless and scalable platform integrating merchants, end-customers, employees and partners. Syntel leveraged its partnership with Salesforce to create a winning social enterprise for the client. This project enabled the financial service provider to onboard merchants faster and garner higher revenue.

## CHALLENGES

- Need for a rapid development scalable platform to integrate all stakeholders
- Difficulty in supporting multiple currencies, geographies and languages
- Business need to extend functionality to merchants to create offers
- Lack of coordination between the Sales, Marketing, Customer Service and Service Delivery value chain

## SYNTEL'S SOLUTION

- Identified Salesforce to enable rapid development, provide scalability and flexibility along with built-in security and data privacy and multi-channel delivery
- Built an end-to-end merchant on-boarding solution to support millions of merchants across geographies with multilingual and multi-currency support
- Integrated various applications onto the platform with a common enterprise security framework and a data security framework to handle personally identifiable information
- Developed a campaign management application, integrated with Google Maps, to allow small merchants to create offers and customers to discover them while on the go
- Implemented a Social Enterprise Framework to enable collaboration between employees, merchants, customers and partners across the Sales, Marketing, Customer Service and Service Delivery value chain over social, cloud and mobile channels

## BEYOND BUSINESS BENEFITS

- Enabled self-service, on-the-go offer creation for merchants on social networks such as Facebook, Twitter and FourSquare
- Enhanced customer experience and cross-selling ability of customer service executives by providing a 360 degree view of the customers across channels
- Enabled high degree of enterprise collaboration between employees and partners using Chatter and Partner Portal

## BUSINESS BENEFITS

50%

faster merchant onboarding and more than \$8M total revenue benefit

30%

reduction in email exchanges, 50% reduction in time to find information through Salesforce Chatter

- \$1M sales growth for small merchants by integrating offers with Google Maps
- True social marketing enabling tailored promotions and higher customer conversion

## Delivering Excellence with Syntel's Salesforce Center of Excellence

Syntel's comprehensive Platform as a Service (PaaS) offering includes Salesforce.com and Heroku, enabling you to rapidly adopt public enterprise PaaS platforms. Our solutions help you achieve 40% faster time-to-market and 50% reduction in efforts. Syntel has successfully delivered over 100 Salesforce projects, and we are partnering on many more. Our expertise in Salesforce solutions encompasses Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 platform, Chatter and Work.com.

