



Salesforce Consulting Services

Why Lansdale Group for Salesforce consulting?

Ask our customers. Our customers will tell you that Lansdale Group provides proactive leadership in Salesforce consulting projects. Lansdale Group consultants tap into their vast wealth of project experience to elicit the full intention of customer requirements. Moreover, Lansdale Group's multi-skilled consultants bring both strong business analysis skills a deep Salesforce config-

uration and programming skills to each discussion. They are able to construct proposed designs in real time as requirements are being defined rather than throwing requirements over a wall to developers who might come back days later with additional questions. The result? Lansdale Group Salesforce.com projects provide innovative solutions to our customers' requirements at reasonable cost and within a timeframe that allows for a quick return on investment.

"I truly felt like the Lansdale Group consultants took the time to understand what we were trying to accomplish from a business perspective, and helped us figure out how to get there, providing holistic consultative support and great leadership."

– FiveStar Senior Living



Senior Consultants



Proactive Leadership



Innovative Solutions

I. SENIOR CONSULTANTS

All Lansdale Group consultants are fully certified Salesforce Consultants with both functional and technical expertise. But, what truly sets our consulting team apart from others is the depth and breadth of that expertise, earned through years of experting full lifecycle Salesforce CRM projects. Lansdale Group customers' main contact is always a Senior Salesforce Architect who possesses deep skills with the full Salesforce technology stack as well as strong business analysis and leadership skills. The result is maximum project efficiency.

II. PROACTIVE LEADERSHIP

We partner with our customers to create solutions that last. Our objective in every project is not only to apply Salesforce to meet all of our customers' current needs, but also to build solutions that anticipate future needs. Therefore, we put a major emphasis on eliciting current requirements, implied requirements, and future requirements. We take all

of those requirements into account when configuring Salesforce to ensure that Salesforce can easily evolve as business conditions change. The result is that our customers that implement Salesforce with Lansdale Group's help never outgrow the solution.

III. INNOVATIVE SOLUTIONS

Our mission is to help our customers get the most out their investments in Salesforce products. Through continuous innovation we find ways to bring the time and cost of Salesforce implementations down while also expanding the scope of how Salesforce is applied to solve our customers' business problems. With years of experience and hundreds of Salesforce projects under our belts, Lansdale Group has developed a library of re-usable project deliverables ranging from pre-built customizations to project document templates to integration tools, all of which act as accelerators to CRM success.

Lansdale Group Solutions

“We’ve had a long relationship with Lansdale Group and have been very pleased with everything they’ve done for us over the years. Whether its a short term, very focused project we need development expertise on, or a longer, more involved implementation, Lansdale has delivered over and over again for us. I have a lot of trust in these guys, which is extremely valuable from a consulting partner.”

– CareerBuilder

SALES CLOUD

Lansdale Group helps our customers get the most out of Sales Cloud, Salesforce’s flagship CRM solution. With Sales Cloud, our customers get a broad set of features representing the world’s most popular CRM solution. With Lansdale Group’s help in implementing Salesforce, our customers are able to tailor Salesforce to meet their unique market opportunities and challenges.

SERVICE CLOUD

With Service Cloud, Lansdale Group customers are able to provide world class customer service. Lansdale Group solutions based on Service Cloud include customized Service Cloud Console, CTI enabled custom automation, and custom call scripting based on Salesforce Flows.

FORCE.COM

In addition to customizing Sales Cloud and Service Cloud, Lansdale Group uses the Force.com platform to develop custom applications for our clients. These applications range from Occupancy Management in Senior Living to Commissions Management to Mass Activity Rescheduling tools. With deep expertise in the full stack of Force.com tools, Lansdale Group consultants are able to extend our customers’ solutions to fill automation gaps in the customer management process.

PARDOT/MARKETING CLOUD

Lansdale Group customers are able to synchronize Sales and Marketing efforts through tight integration between Salesforce’s digital marketing platforms and Sales Cloud. With deep experience in both worlds, Lansdale Group consultants help our customers optimize marketing via Pardot or Marketing Cloud while also ensuring that lead nurturing efforts are informed by major Sales activity and milestones and that Sales has clear visibility into marketing activities.

APP EXCHANGE PARTNER SOLUTIONS

Lansdale Group’s has experience with a large number of Salesforce App Exchange Partner solutions. This experience allows us to construct comprehensive solutions based on the Salesforce platform that leverage the investment of the large Salesforce ecosystem. While most App Exchange applications provide robust bi-directional integration, Lansdale Group has extended these solutions

to enable tighter integration and thus, more seamless business process support. Lansdale Group customers have implemented App Exchange Partner enabled solutions for:

- Digital Marketing
- Electronic Signature
- Call Tracking
- CTI
- Geocoding & Mapping
- Duplicate Management
- Real-Time Data Append Services
- Address Verification\Correction
- Mass Email
- Delivery Tracking
- Mass Document Merge and Delivery
- Integration

COMMUNITIES

Lansdale Group customers use Salesforce Communities to extend Salesforce to customers and partners. Customized customer portals enhance customer engagement, thus maximizing customer satisfaction. Customized partner portals allow for more effective partner management. Using the same tools that we use to configure employee facing applications, Lansdale Group is able to deploy customer and partner portals quickly and efficiently.

INTEGRATION

Lansdale Group has developed integrations with our customers’ internal business systems, third-party lead referral services, EHR\EMR, and many other systems that can share data with Salesforce. Utilizing Salesforce’s robust set of integration tools and APIs, we have developed both re-usable and one-off integrations, allowing our customers to make Salesforce a central hub providing a 360 degree view of the customer experience.

ANALYTICS

Lansdale Group customers use Salesforce analytic tools to generate real-time, cross-enterprise reports and dashboards. Skilled in the most creative applications and techniques of Salesforce reporting, Lansdale Group consultants are prolific report writers.