

# Success stories: It Has To Be Brilliant

## Salesforce Sales Cloud, Pardot and Multiple Integrations to external systems

A Multi Award winning, London based creative agency with a focus on meeting customer objectives.

Fusion worked with IHTBB to design and implement a common platform using Salesforce SaaS products to bring together multiple systems into a unified CRM providing a 360 degree view of their customers throughout the business.



### The problem

ItHasToBeBrilliant.com (IHTBB) is one of London's fastest growing Branding and Objective Agencies. They offer the full service from initial idea and development, all the way through to campaign management. "Our lifeblood is effective communications. Yet in today's environment, managing all the different channels we need to engage with our clients, is like trying to juggle jelly".

### The solution

IHTBB engaged Fusion GBS to provide, configure, implement and train its team on deploying Salesforce as the central platform for its CRM, Accounting, email and telephone communications. Fusion proposed that IHTBB use Salesforce Sales Cloud and Pardot to manage their customers' journey from initial contact to purchase and then use the Force.com platform to integrate their fulfilment systems so they continue to have a full 360 degree view of their customers. This included CTI integration as well as migrating their finance systems. All using Salesforce as the hub.

### The benefits

Tony Kenton, Strategic Branding and Marketing Director, told us: "The most valuable benefit from this implementation has been the ability for anyone at IHTBB to now be able to talk to any customer and know exactly what the current situation is. IHTBB pride ourselves on being brilliant and having a central and uniformed communications environment that enables IHTBB to improve customer experience, encourage positive feedback, develop the relationship and improve sales which makes a huge difference to us. There have been other benefits too for IHTBB, such as

process efficiencies, high reliability and relatively low TCO, and of course being delighted with their choice of implementing Salesforce with Fusion GBS."

