

# 2 Admins in the Cloud

A PAIR OF *salesforce.com*® ACES

## COMPANY OVERVIEW

Case Study: Independent Casino Marketing Representatives



# WHO ARE THE 2 ADMINS?

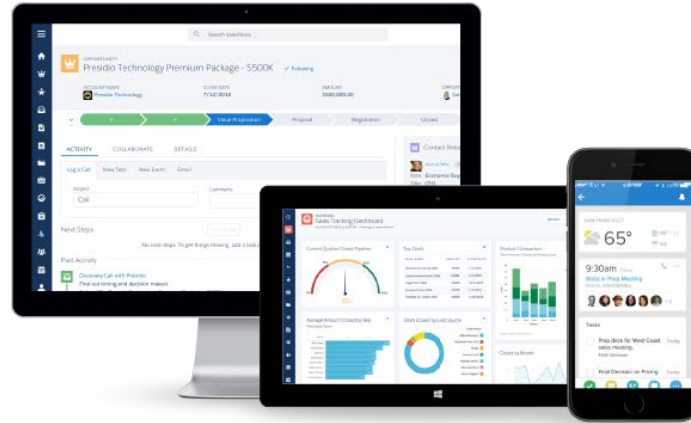


Tom and Mary are 2 Salesforce Admins with over 17 years of experience. They help companies of all sizes save time, money and sanity. The 2 Admins are Salesforce Registered Consulting Partners, with multiple certifications, and drink their own Kool-Aid...they use Salesforce to run their own company. These 2 Admins really know their craft.

## **2 ADMINS IN THE CLOUD HELPS BUSINESS OF ALL SIZES**

- Salesforce implementations & customizations
- Tools & solutions to save time & maximize productivity
- Improve customer service, retention & communication

# WHAT IS SALESFORCE?



- Salesforce.com is a web and mobile based business technology platform
- Customizable for any business process
- Apps can be added to enhance features
- Invaluable for one user or thousands
- Upgrades and enhancements 3 times a year



A PAIR OF *salesforce.com*® ACES

# HOW DOES SALESFORCE HELP BUSINESSES?



"We see the power of Salesforce and how neatly everything integrates, especially with these flexible apps...we recommend 2 Admins in the Cloud to our peers and fellow franchisees so they can benefit from what we already learned."

*JACKIE FINLEY, EBS Sales Assistant, Lawyer Mechanical Services, Inc.*

- Manage contacts, reservations, specials and more
- Replace spreadsheets and streamline processes
- Easy real-time reporting and graphical dashboards
- Manage and automate emails, repetitive tasks and business documents
- Track calls, emails and meetings with customers
- Duplicate data management
- Customized to the way a company runs their business



A PAIR OF *salesforce.com*® ACES

# DOES YOUR BUSINESS NEED SALESFORCE?

## **Be honest: Do any of the following apply to you?**

1. Are your manual processes forcing you to double check every sentence, in every document, to avoid errors?
2. Do the same problems creep up over and over?
3. Do you spend your time thinking strategically? Or hustling to put out fires?
4. Can you take a day off – or are you relied upon to make all decisions?
5. Do you lack the data you need to make a decision about a customer or your business?
6. Do you sometimes have trouble figuring out what to prioritize each day?
7. Can you easily report on the data in your database, or does that take hours on end?



A PAIR OF [salesforce.com](https://www.salesforce.com) ACES

# DOES YOUR BUSINESS NEED SALESFORCE?

## So, how'd you do?

If you said “yes” to more than three of the previous questions, it might be time to rethink your business processes.

Getting a cloud based program like Salesforce and finding a partner (we know a good one!) to help you configure it for best results can streamline your business processes:

- Automated document generation
- Prioritized tasks
- Real-time reporting
- Time efficiencies
- 360-degree view of your customers

Small to medium businesses are especially at risk for becoming overscheduled and under automated.

**Let's work on these 'yes' answers together!**



A PAIR OF [salesforce.com](https://www.salesforce.com)® ACES

# CASE STUDY:

## INDEPENDENT CASINO MARKETING REPRESENTATIVES



A PAIR OF *salesforce.com*® ACES

# HOW CAN SALESFORCE HELP MY BUSINESS?

Would automating all your document generation and cutting the time it takes to make a reservation and send a confirmation down by 75% help your business?

We recently implemented Salesforce for an Independent Casino Marketing Rep and did just that.

- Client trip itineraries, reservations, tour/travel agreements and confirmations are now auto-generated and sent with just a few clicks.
- Customers can immediately sign and return documents and the accurate records make for better organization and reporting.
- When casinos send back customer data it can be mass inserted into Salesforce to save time.
- Reports are generated based upon the customer criteria you determine.
- Validation is in place so you'll never overbook a group.

***“After a few clicks I’m done with it,” said Frances.  
“Would you believe I am all caught up on my reservations and confirmations?”***

CASE STUDY





# THE PROBLEM

Frances Brown, an independent casino marketing representative, serves as satellite host for gaming resorts and casinos across the country, arranging trips and charters to gaming establishments for customers in the Northwest. **And she had, until recently, been using a Microsoft Access database to manage her customer data.**

**Frances' Access database – which was more than 25 years old – simply wasn't able to keep up.** There was no validation to keep her data clean and no ability to check for duplicate records.

However, the biggest concern for Frances was document generation. **After finalizing a trip, she was spending another 20 minutes per reservation to generate and email trip confirmation information to the customer.** These included airline and hotel details, special preferences, property contacts, coupons, and maps and details on special events – to the tune of about 1,600 confirmations per year.

# THE SOLUTION

Casinos Express Tour and 2 Admins utilized a partner app, Nintex Drawloop, to create an automated document generation system in Salesforce.

**This cut the amount of time per reservation from 20 minutes to less than 5 minutes.** It also provides a history of when and which documents were sent to each client – right in Salesforce. And since it's based in the cloud, she can work and access data from anywhere.

**Trip itineraries are now auto-generated and sent using a pre-filled email with just a few clicks. Customers can immediately sign and return documents and the accurate records make for better organization and reporting.** Another great feature is when casinos send back customer track play reports, Frances can import them into Salesforce to save time.

# THE TAKEAWAY

Casinos Express Tours now has more time to devote to marketing, finding new business opportunities and spending less time working late hours. **The time savings for just the confirmation letters alone is nearly 8 hours per week!**

Read the full success story:  
[Giving Business Owners Their "Lives" Back](#)

Watch the interview:  
[Success Story Interview](#)

# NEXT STEPS

Request a demo or contact  
the 2 Admins with questions.

702.850.0097

[info@twoadmins.com](mailto:info@twoadmins.com)

[www.twoadmins.com](http://www.twoadmins.com)



A PAIR OF *salesforce.com*® ACES

