



Implementation in Allakando: becoming a customer-oriented company with Salesforce solutions

Now we have the best platform in the world to keep working on. We can make smaller and bigger changes ourselves with a single click and it's really easy to make little but important changes instantly to improve our business!

Petter Omling - COO of Allakando

Allakando is the leading provider of educational services in Sweden. Allakando tutors work throughout the whole of Sweden helping students achieve better results at school and during national exams. Each day over 1200 tutors are ready to serve 10 000 families with help and expertise in various educational areas.

Clouidity implemented Sales Cloud, Service Cloud and Portal for tutors built on Heroku. Allakando goal was to grow and develop but the main constraint was the use of separate programs for all different parts of business and Salesforce put all of that parts into one platform.

The crucial element of the implementation was business analysis concerning telephone sales process. Clouidity technical and business architects together with Allakando team analysed current system infrastructure, mapped business process and identified process gaps and inefficiencies. Based on the results Clouidity proposed changes in the sales process to make telephone sales highly effective.

The business analysis showed great potential of automations connected to process concerning:

- Lead generation from omni channels
- Lead qualification and nurturing
- Sales process and educational advisory, especially in area of finding the best suitable tutor across big database
- Offering jobs to tutors and educational services to families
- Tutoring process
- Subscription and billing management

As a result, telephone sales specialist can easily prepare the offer, find the most suitable tutor and advice on educational improvement program in minutes. Thanks to integration with cloud telephone system, sms tool and google maps sales specialists can fully focus on delivering the highest quality services to their Customers.



Allakando™

Allakando is a training company that was founded in 2008 in Lund, Sweden. The company operates all over Sweden. Portal Allakando helps Swedish students find tutors who organize special courses and help them with homework. The company focuses on primary and secondary students.



Clouidity

Clouidity is a technological company providing consulting and implementation services. Since its establishment in 2014, it has been successfully executing projects on the Polish and European market. As a Platinum Consulting Partner, it develops the Salesforce ecosystem in Poland and Europe, at the same time supporting its customers in launching such products as Sales Cloud, Service Cloud, Pardot, Marketing Cloud, or Work.com. Clouidity also develops its own business applications based on the force.com platform.

