One Salesforce

Context

The highly competitive telecom marketplace presents demanding challenges to management teams set to provide first-class customer experience based on operational efficiency and excellence. Vodafone's growth and expansion turned the **need to standardize, improve and simplify back-office processes across business units, partners and subsidiaries around the globe** into a priority, as well as a strategic move to stay ahead of the game.

Solution

Because the unification of global sales operations in a single platform requires great flexibility and reliability, a **Salesforce.com** based solution was implemented to fully support the management of contacts, accounts, sales teams, knowledge and interactions, as well as the automatic generation and management of proposal and contract documents.

By providing Sales Agents useful analytic insights, mobile accessibility and a truly collaborative experience through an easy-to-use solution, it's possible to improve their efficiency and the quality of their interactions with Clients.

Results

Among several tangible benefits realized, the **1Salesforce** platform allowed Sales Agents to reduce the proposal generation lead-time from days to hours, consequently speeding up the sales cycle and positively impacting business results. Right IT Services' value-driven approach and participation in the planning, development and testing activities required to accomplish the successful onboarding of several business units contributed to the establishment of a culture of continuous improvement and sustainable change.

Company Profile

Founded in 1991, the Vodafone Group plc is a British multinational telecommunications company headquartered in Newbury, UK

Key Figures

- Present in 150+ countries
- 100.000+ employees

Main Functionalities Delivered

- Contact Management
- Account Management
- Opportunity Management
- Proposal Generation
- Contract Management
- Knowledge Management
- Sales Team Allocations
- Commission Calculation
- Partner Community
- Self-service features
- Analytic Insights
  Enhanced Collaboration

Main Technologies Applied

- Salesforce Sales Cloud
- Salesforce Communities
- Chatter
- Salesforce Knowledge
- Qorus Breeze
- Salesforce1 (mobile app)

ABOUT US

Right IT Services is headquartered in Lisbon and specialized in *Cloud IT Solutions*. Over the past 10 years, we've successfully delivered innovative solutions across Western Europe through our unique *Closeshore business model*.