

## Cell Nation Case Study

**Wireless Carrier Master-Dealer**

**Number of Employees:** 100

### Customer Background and Challenges

Our client is an industry leader in using technology to enable success. They are a top ten MetroPCS wholesaler by ensuring their back-end/accounting systems are accurate and efficient. Since their customers are retail store owners, our client must ensure that they fulfill their inventory on time and that store owners are compliant with MetroPCS's planogram and KPIs. Our customer's goal was to be a top five master agent according to MetroPCS's rankings.

Challenges Included:

- Becoming the preferred master agent for MetroPCS.
- Bridging the gap of master agent and dealer throughout many different markets.
- Increasing transparency and communication with their dealers.

### Implemented Solution

While helping our client reach their goals, Saberpoint reduced our client's costs by eliminating the need for inventory hubs in eight markets and created a direct fulfillment portal for their dealers. This reduced cash flow issues and helped with forecasting to allocate more inventory for store owners.

Saberpoint introduced Salesforce as a comprehensive solution for:

- Eliminating communication gaps by setting up cases and automatically assigning them to the right departments.
- Streamlining store opening and new dealer on-boarding by setting up a business process using Salesforce path. This provides the dealer transparency in the approval process for store opening.
- Providing KPI reports for standings and rankings.
- Allowing store owners to access reports, invoices, trainings, store audits, news and alerts through a dealer portal.

Implemented Salesforce Platform: Sales, Service and Community Cloud

## Implementation Process

Saberpoint analyzed, designed, implemented, and trained the staff to use the solution to its full capacity. Our client continues to use our service offerings for support and enhancements as their business process and workflow changes.

### Project Highlights:

- Delivering in multiple phases with training after every phase to clear confusion and allow for continuous feedback.
- Streamlining their business processes and workflows.
- Integrating their ERP solution.

## Results

Salesforce implemented with Saberpoint's implementation methodology resulted in the following results:

- 100% adoption rate and change management.
- Achieved top three spot for master agent status for MetroPCS.
- Increased visibility into each market's KPIs which allowed management to make quick decisions and increase productivity.
- Streamlined processing expenses, measuring customer satisfaction scores, managing employee trainings, and customized reports by department.
- Streamlined and enhanced communication between the employees and store dealers.
- Reduced call resolution time.