

Challenge

- Low level of control on sales performance and efficiency
- Complex data storage processes
- Fragmented view of sales forecast and performance data

Project Objective

- To build an user-friendly CRM system for it's Branded Products departments
- To adapt with existing business applications and systems
- To better manage Sales Lead, Account and Contact

Products

Sales Cloud

Countries Covered

Hong Kong

Business Benefits

- Single view for better control on Sales performance
Integrate with existing business applications and systems without hampering normal operations
- Better Control on Sales Forecast by the Salesforce functions of Sales lead management
- Centralized and standardized account and contact management