

Challenge

- Low User Adoption on the existing In-house Developed Application (IDA)
- Functions & Features of existing system are not capable to meet the requirement of growing business
- Low accessibility to entire customer profile for instant response and strategic planning
- Lack of collaboration among sales team and supporting parties

Project Objectives

- To have a Single integrated view of information
- To connect with other department for collaboration
- To Streamline sales processes and automate workflows
- To access information anytime anywhere

Products

Sales Cloud

Countries Covered

Hong Kong

Business Benefits

- Adopted Salesforce CRM to manage major accounts
- Single integrated view of ERP information within Salesforce CRM
- Unify and secure environment that connects all department staff to work collaboratively
- Streamline sales processes, automate workflows, track and measure activities in an effective manner
- Instant access to Salesforce CRM via mobile devices, online or offline, anytime anywhere