

Beijing Seed Education Consulting Co., LTD

COMPANY OVERVIEW

Beijing Seed Education Consulting Co.,Ltd. focuses on English education and training for teenagers and young children,with cutting-edge education concepts,clear teaching objectives,professional education team and perfect teaching system."High motivation,high literacy,good English,cultivating positive influencers in the future world!" is the teaching idea of Seed education.

COMPANY PROFILE

LOCATION	Beijing,China
EMPLOYEES	500
INDUSTRY	Education
COMPETITOR	None
SOLUTION(S)	Sales Cloud
GO LIVE DATE:	05/03/2019



CHALLENGE

- Lack of systematic management of the input-output ratio of campaigns.
- Lack of transparency in the sales process,lack of effective sales forecasting mechanism.
- Leads and opportunities are not recorded in the system and there is insufficient support for tracking potential opportunities.
- Lack of customer 360-degree panoramic view,including relevant contacts,historical quotes, contracts,etc.
- Lack of systematic and standardized management of quotation and contract process.
- Customer information is stored in the salesman's local computer,which is not easy to transfer between old and new employees.
- Involving different departments and personnels,the information is scattered and cannot be synchronized.
- No systematic sales reports and systematic sales performance appraisal support.

SOLUTION

- Manage the planning,execution and ROI analysis of campaigns through the Salesforce campaign function.
- Manage the stages of opportunity activities through Salesforce opportunity function,track records,funnel analysis of opportunities,conversion analysis,etc.
- Through Salesforce quotation management function,the process and approval of quotation are managed,and the process of contract cancellation and modification is standardized
- Implement a 360-degree view of customer information in Salesforce to display customer-related information and improve efficiency.
- Salesforce report and dashboard tools are used to realize real-time data analysis and statistics and provide accurate decision data for managers.

RESULTS

- Improved leads conversion rate.
- Improved the accuracy of ROI of campaign.
- Improve the comprehensiveness and accuracy of customer information inquiry.
- Improved sales efficiency.
- Smarter data analysis improves the accuracy of sales decisions.
- Improved team internal and cross-departmental collaboration efficiency.
- Optimized the overall business process and organization.

Salesforce has brought a boost to SEED business operations results

NOTES

SEED Implementation Scope:

- Campaign management
- Leads management
- Account & contacts(Student&parent) management
- Opportunity management
- Campus management
- Sales target management
- Product management
- Contract management
- Finance management
- Reports & dashboard

QUANTITATIVE RESULTS IF AVAILABLE

- Leads conversion rate increased by 20%
- Business decision accuracy improved by 20%

Solution Detail

MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	None
Previous technology replaced by Salesforce:	None
Salesforce products deployed:	Sales Cloud
Customer Business Model (B2B, B2C, or Both)	B2C
Salesforce Product features:	Mobile, Automate, Platform, Effective, etc.
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	
Integrations:	None
AppExchange Apps/Partners	None
Solution 'Go Live' date:	05/03/2019

Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:

Can Salesforce AEs share this story and overview slide in sales settings?	Y
Can Salesforce AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	N
Would the customer be willing to speak at Dreamforce or other events?	N

PARTNER INFORMATION

Name of reference approver:	Sharon Shen/Bluelinksys Technology Co.,Limited
Title of reference approver:	Senior Account Manager
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