



A business consulting major future-proofs its business with Sales Cloud

Company Overview

Location : India
Industry : IT Services
Solution Used : Sales Cloud

Challenge

- * Dependency on legacy systems may not keep pace with the organization's growth plans
- * The leadership was lacking of a 360 degree view of customer data
- * Sales processes were confined to the capabilities of discrete Excel sheets leading to less than optimal efficiency
- * Siloed information on IT assets allocated to each client

Solution

- * Enabled the Sales team with scalable account management and opportunity pipeline management solution with Sales Cloud
- * Migrated existing customer data to Sales Cloud after deduplication and data cleansing
- * Empowered the leadership team with real-time tracking of sales progress and IT asset allocation to clients

Result

- * A bird's eye view of all accounts
- * Shorter Sales Cycle & higher conversion rates
- * On demand & real-time information on asset allocation to clients
- * Better Goal & target mapping for all opportunities