

# Expanding Salesforce in ZOOM International

## Results

By cooperating with Sprinx Consulting, ZOOM International benefits from consultations, analytical work, and also Salesforce support during the implementation of new features and modification of the parameters of the overall solution. In case of any special requirements Sprinx Consulting cooperates directly with a team of experts from Salesforce and together they develop an optimal solution for the client. Thanks to Sprinx Consulting, ZOOM International can rely on professional fulfilment of any requirements regarding the functioning of Salesforce. This is conducted in the form of regular visits at the client's facilities as well as by means of remote connection, which facilitates flexible response to the current needs of the client. ZOOM International can thus spend more time on its business activities and customer care.



## Challenge

The main aim of the project was to thoroughly analyse the existing Salesforce implementation in terms of the integration of all the external systems, to design the steps of further expansion of Salesforce in ZOOM International, and then to carry out qualified interventions associated with the administration and expansion of the platform. In particular,



Map the individual solutions which were developed directly in ZOOM International and connected to the Salesforce platform over the years,



Design the integration of Salesforce with the new ERP system,



Implement new features supporting business operations and customer care.

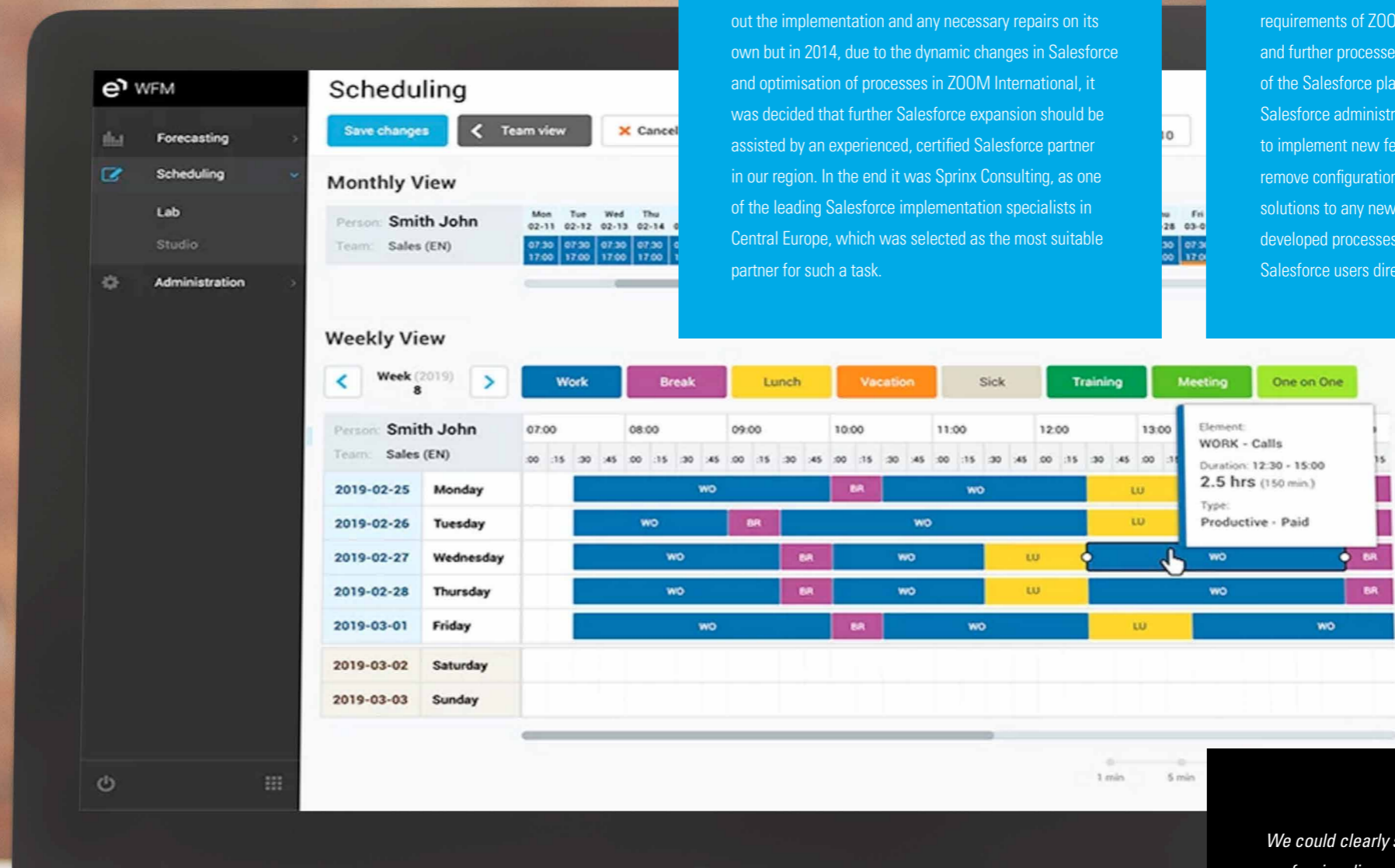
Furthermore, the Salesforce expansion partner was asked to collaborate with ZOOM International on the issues of integration for the existing customers of the company who also use Salesforce. Specifically, this collaboration focused on the integration of e-mail messages and Chatter with an external system in the form of an AppExchange package.

## Background

ZOOM International has been using Salesforce for more than 8 years. In the beginning the company had carried out the implementation and any necessary repairs on its own but in 2014, due to the dynamic changes in Salesforce and optimisation of processes in ZOOM International, it was decided that further Salesforce expansion should be assisted by an experienced, certified Salesforce partner in our region. In the end it was Sprinx Consulting, as one of the leading Salesforce implementation specialists in Central Europe, which was selected as the most suitable partner for such a task.

## Solution

Based on the analysis of the existing environment conducted by the Sprinx Consulting experts, and in line with the current requirements of ZOOM International, we developed a plan and further processes of the administration and expansion of the Salesforce platform. Outsourcing part of the Salesforce administration activities to external experts helps to implement new features faster but also to identify and remove configuration errors and to develop and implement solutions to any new requirements. Moreover, the newly developed processes also improve communication between Salesforce users directly in ZOOM International.



*We could clearly see the high degree of professionalism and experience of the Sprinx Consulting staff right from the analysis stage which took several months and more than 400 pages of documentation. Currently we benefit from our cooperation based on clearly defined parameters, with Sprinx Consulting delivering various analytical, consultation and implementation work. On behalf of ZOOM International I can say that our cooperation with Sprinx Consulting has been immensely useful for us and that this company is one of our reliable and steadily trustworthy partners.*

**Ing. Marcel Vorlíček**  
Vice President, Operations



ZOOM International a.s. is a dynamically developing company established in 1999 in Prague. Today, ZOOM International has branch offices all over the world, providing its clients with solutions that help to meet all the phone call recording needs and to improve the results as well as the overall quality of contact centres and customer service. Having already earned a number of accolades for its services and products, the company has almost 2000 clients in 90 countries. ZOOM International combines passion for technology with in-depth expertise in IP telephony and contact centres. Clients and partners are always their first priority.

## Sprinx Consulting

Sprinx Consulting is a subsidiary of Sprinx Systems, a.s., a company established in 1996. Sprinx Consulting is an official, registered Salesforce partner with many certified experts who have successfully completed a growing number of Salesforce implementation projects as well as many other implementation projects across various verticals.