



Helsinki, September 2019

Reference Letter

From September 2018 to January 2019 we had the pleasure of cooperating with Cloudity on a complex project involving the implementation of Salesforce applications within the field of sales and marketing automation.

After a comprehensive analysis, Cloudity consultants recommended and carried out the following services:

- marketing strategy consultancy
- integration of Sales Cloud with Marketing Cloud
- configuration of Sales Cloud:
 - import of data from TicketMaster and Webshop:
 - creation of B2B Sales module (Sales to partners, sponsors)
 - management reports and dashboards
 - ticket sales reports
- refreshing of the email templates' layout in Marketing Cloud
- creation of several Customer Journeys, such as:
 - Game Reminders
 - Theme Game Newsletters
- implementation of dynamic conversion of seasonal purchases functionality, allowing for quick trend comparison
- organizational change management
 - business change readiness analysis
 - alignment of change required with the project goals
 - business change communication strategy development
 - employee training and support

It is worth mentioning that as a result of the project, we are now able to easily segment our customers based on demographic data and ticket/merchandise purchase history using drag-and-drop functionality, and quickly compose emails without the need to use HTML.

I sincerely recommend Cloudity as a Salesforce consultancy services provider and confirm the highest quality of delivered services as well as the necessary knowledge, experience and proficiency of the consultants involved in the project.

If you require any further information regarding Jokerit's fruitful cooperation with Cloudity, feel free to contact me directly!

Sincerely,

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