



Desouza and Associates Inc.

Global Food Service Company sends out customized emergency alerts to nationwide network of offices and warehouses

Company Category: Enterprise (> USD \$ 5 Billion)

Application Involved: Salesforce Sales Cloud

The Customer

Global Food Service Company that provides end to end food and food-related services to popular Restaurant Chains, Corporate, University, College and School cafeterias/kitchens.

Key Challenge:

Given the large and complex nature of their business, this client had a number of requirements that needed to be addressed.

1. SFMC had already been implemented by the in-house team but there were data issues caused by duplicates imported from Sales Cloud. A critical issue was that a record with one email address may have opted out from a subscription but another record with the same email address pulled into a segment for another campaign would not be opted out. This was a big risk to the client.

The client also required a redesigned and recoded preference center that would read from and write to Sales Cloud.

2. As a food service business used by thousands of restaurants, company cafeterias, colleges and universities etc., they required a close to real-time alerting system using SFMC but triggered from Sales Cloud and routed to internal staff, appropriate parties and management in a specific market or region who needed to know the problem and expected resolution.

Teams involved: The Client team, Global Consulting Agency and D+A

Our Solution

This project lasted more than a year and was delivered in phases.

We initially performed an audit of both SFMC and Sales Cloud and proposed a number of recommendations with a roadmap for addressing the more urgent issues first e.g. The situation with duplicates.

We updated the preference center looking for the email address matching the Contact ID and then looked up all contact IDs with the same email address. This way we were able to update the preferences of all records with the same email address.

We did a one time clean up of SFMC data extensions and lists and re-configured the integration with Sales Cloud.

We created a process starting with an API connection from Sales Cloud to Marketing Cloud and built out a multi-path alert delivery system that delivered an alert within 5 minutes of being triggered.

Other notable activities:

1. Developed campaigns cloud pages for an NCAA March Madness Basketball Social media campaign that captured registrations without a form.
2. Audited and cleaned up Social Studio

Results

Scalable and Fully automated alert process brought timely notifications to specific warehouses in a region or county or nationwide.

salesforce

registered
consulting partner

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