

Success Story

NeuroLeadership Institute

Salesforce Pardot Takes Customer Experience to New Heights



The NeuroLeadership Institute (NLI) is a leading global research organisation and has pioneered the path towards bringing neuroscience together with leadership in the business context. Since its inception, 24 years ago, the institute has united the world's foremost neuroscientists, leadership researchers, and organisational practitioners with the purpose of transforming how they think, develop, and perform.

Company Facts

Overview

- X Location Illovo, Johannesburg, South Africa
- X Industry Neuroscience for business
- X Website www.neuroleadershipinstitute.org

Success Highlights

Challenges

- X Building a strong and robust sales pipeline
- X Cross-selling and On-selling
- X Better support for decision making

Solution

- X Salesforce – Pardot
- X Salesforce – Sales Cloud

Benefits

- X Staying top of mind with customers and prospects
- X Better analysis on sales failures / roadblocks
- X Productive and focused sales team
- X Capturing anecdotal evidence from customers

Facing a challenging business environment

Robert Pearse, Business Head at NLI, identified a number of everyday challenges that the company had to deal with. A main concern was that, as an expanding business with limited skilled resources, every resource in the company was being stretched to its maximum. NLI was also relatively new to the South African Market and, as a result, set out to grow their brand and product awareness through a targeted “pull” marketing approach.

Due to these challenges, NLI needed a way in which to enhance their “pull” marketing approach. “Pull” marketing is less intrusive and helps generate interest through a continual content-and-solution-sharing approach. *“Our customers’ demands change continuously but, being a research driven institute and working with the globe’s largest organisations, we stay abreast of our customers’ needs and have solutions available to fulfil their demands,”* notes Pearse.

The niche industry in which NLI operates is extremely competitive. This implies that only the most innovative, dynamic and progressive solutions will hit the mark. NLI is fortunate that, due to its efforts and ability to cater to its customers' needs, it has products and solutions that are prominent in the industry and eagerly used by a variety of organisations.

Making decisions for growth and transformation

NLI aimed to complement its business with a Customer Relationship Management (CRM) and Marketing Automation solution, largely due to the perception that these extensions were lacking. *“We wanted a marketing platform that would ‘drip drop’ thought-providing content to our existing customers, as well as our desired customers. It was important that there was a clear expression of interest in one of our solutions, which would result in qualified leads,”* Pearse elaborated.

- X Clear, focused and coherent messaging approach

NLI found that, often, it was not capitalising on its existing account base and did not have a strong sales pipeline to set sales on an upward trajectory. NLI started a process which entailed evaluating and selecting a system that would help the organisation distinguish themselves and stand out as noteworthy to prospective customers.

NLI evaluated multiple options and finally settled on Salesforce Sales Cloud and Pardot. The long-term vision was to ultimately solidify the sales pipeline and increase variety and cross-selling through releasing applicable content in a timely fashion.

Implementation and Solution

Pardot's Automated Marketing Campaign function was the leading factor, in terms of performance and operation, that pushed NLI to select Salesforce. By choosing Pardot, it would allow NLI to set-up its campaigns on a quarterly basis.

Salesforce is currently used as a tool to manage the entire NLI sales pipeline and assists the salespeople with moving an opportunity through the funnel - providing support from prospecting to closure.

"We now have a clear vision as to where we are in the sales cycle with each account and what is required to bring it to closure. We're much more attentive, knowledgeable and focused since using Salesforce," says Pearce.

Pardot is the vehicle that will allow NLI to grow its business exponentially by making it the premier choice for customers for anything related to organisation performance, diversity, inclusion, leadership and change.

"In years gone by, we've badgered our customers relentlessly with content intermittently. This has only shown poor results and often frustrated clients. Now we have a clear, focused and coherent messaging approach, causing potential customers to become more inclined to do business with us," added Pearce.

Decision-making is significantly easier with the Salesforce solution as it helps NLI establish where in the sales cycle the sales personnel are getting "stuck". This primarily leads to a better targeted development and upskilling plan for the NLI sales resources.

The solution also ensures a more focused, productive team that can now be directly evaluated by their output and efficiency.

Partnering for growth

Pearse stated that for several months NLI struggled with attempting to self-implement and were informed by Salesforce Global that NLI should consider a local implementation partner. *"We engaged with New Era Solutions (NES) and never looked back. The team is personable, diligent and able to take a brief and bring it to life swiftly. Our experience in working with NES has been nothing short of brilliant,"* continued Pearse.

Pearse also highlighted that there were several initiatives which NLI needed Pardot to implement in a short space of time. NES was able to deliver these in under a week, while the various other implementation partners NLI approached said it would take upwards of three weeks to deliver the services required. *"Our experience in working with NES has been great. It's been easy, clinical and professional in its execution,"* Pear stated.

Scott McKenzie, Managing Director of NES, added that *"Our strength as a solution implementation partner is the fact that we can take a complex solution and break it down into smaller, manageable pieces of work for quick delivery and even quicker ROI."*

What will the future hold?

NLI are excited for the expected results and benefits from the Pardot implementation, which include:

- Building a strong and robust sales pipeline.
- Realising the NLI inbound marketing strategy:
 - Bringing customers in through NLI solutions.
 - Capturing all their relevant details.
 - Guiding these customers through provoking content, which is linked to all the NLI solutions, on a continual basis.

“We are a sales-driven business, so these metrics are crucial to our growth strategy and long-term success.,” says Pearse. “Our salespeople are now able to capture evidence from our customers. We receive greater insight into what they are interested in, what they would like to receive more of and their personal experience with our solutions and offerings.”

“Everything is working well and, should we want to make amendments or additions to our Pardot plans, we’ll be sure to use NES going forward,” Pearse added.

Pearse concluded, “We’re a business still in its marketing infancy. We do feel there is still a lot we can do to make a big impact through our campaigns.”

About New Era Solutions

Founded in 1999, NES began with a core focus on ERP (Enterprise Resource Planning) implementations in the Financial Services and Distribution sectors. Our customer base has broadened significantly and, today, most of our customers fall into the Distribution, Manufacturing, Retail and Service-Based sectors.

At NES, our sole purpose is to improve the lives of our customers by transforming software into innovative solutions that provide total control and a firm foundation for growth. We believe in building long-term relationships with our customers, inspiring trust, open communication and the assurance that we will continue to add real, tangible value to their businesses.

NES fully understands the needs of our customers and drives full-lifecycle implementations of complete business solutions for medium and large businesses in this space. We deal with a variety of customers across South Africa, the United Kingdom and North America.

NES specialises in integrated and customisable IT solutions, partnering with global specialists in ERP, Customer Relationship Management (CRM) and Mobility. We offer a single-source solution where customers benefit from one seamless working relationship that has established a strong network of connections.

About Salesforce

Globally, Salesforce is the leading CRM platform in the market, and is a cloud-based solution that can scale from one user to thousands of users. It also covers all aspects of Customer Interaction, from Marketing to Sales and Service.

Sales Cloud is the most widely used of Sales Tools and Sales Automation Software, speeding up and streamlining all phases of sales from Lead Management to Analytics and Forecasting. Thanks to Sales Force Automation (SFA) from Salesforce, more than 100,000 clients and two million subscribers worldwide can **manage people** and processes more effectively. It also allows clients to pursue more business in less time and close more deals.

Salesforce aims to transform your customers' experience using intelligent service conversations. From the Contact Centre to Self-Service Communities, as well as social media and beyond, they strive to make your agents smarter and your customers happier by connecting them on one service platform.

Salesforce works with companies across every industry and company size. Their customers are redefining success reporting, and, on average, there is a 35% increase in customer satisfaction. Ultimately, Salesforce has proven to be an immensely valuable asset to NES, and our valued customers.