



Customer Stories

# How Workinton Transformed Digitally Within Salesforce



# Client

Established in 2012, Workinton has been serving more thousands of members with fully equipped meeting services & co-working spaces with superior technological infrastructure in all of 18 different locations.

Early in its journey, Workinton was working with a local vendor.

However, their vision of being one of the leading fast-growing companies expanding to other regions caused some challenges in meeting business requirements.

That's how they realized they need to find a long-term business partner that provides customizable & flexible solutions.

From that time, we've been working with them for three years.





# Their Challenges

In the beginning, their existing platform didn't provide a seamless experience to both employees and customers.

Also, there were some problems with the technical background caused by prior local software solutions.

We migrated their business to Salesforce, specifically to Sales Cloud, for digital transformation and provided brand new coding based on their current business processes.



# Our Solution



**In terms of their unique business, we developed a custom mobile application that is innovative, easy to use and suited for the Salesforce mobile application development platform!**

Through the Salesforce Sales Cloud, we connected sales, marketing, finance and e-invoicing to guide each prospect through a personalized customer journey.

“It allows me to update my team, learn and collaborate in real-time through my phone. It’s just amazing! Tracking activity and eliminating manual processes have never been accessible before!”





# The Results

Proved with ultimate success



# We developed a robust and flexible security architecture!

Workinton has improved its sales & marketing alignment, streamlined the sales process, all while doubling its customer base.

Some of the results can be summarized as follows:

- ✓ Better alignment on sales & marketing
- ✓ %78 increased marketing ROI
- ✓ Back-office customizations
- ✓ Customized campaign modules
- ✓ Customized marketing modules for email & SMS marketing
- ✓ Ability on branch basis price changes
- ✓ Ability on customer basis price changes
- ✓ Better contract management & renewal process
- ✓ Integration with electronic financial solutions such as e-invoice & e-delivery notes

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