



Leading aesthetic solutions provider rolls out unified CX



Salesforce & Persistent brought all the client's disparate systems and data onto one platform to provide a unified CX.

Challenges

The client is a leading hair restoration expert with over 40 years in the industry. Their operational challenges included a tough to maintain reporting system which required daily manual reporting, a disjointed scheduling system, a distributed POS with no implementation of payment gateway and the overall difficulty of managing so many separate systems seamlessly.

- Installed Salesforce Einstein Analytics and the Salesforce CPQ solution.
- Brought the entire POS under a single Salesforce platform.
- Automated daily reporting module using Salesforce library management
- Implemented a custom scheduler using the lightning platform to integrate into Salesforce.
- Gave real-time solutions for 13 complex integrations between Salesforce and external systems.
- Implemented PayEezy payment gateway integration with Salesforce.
- Implemented Care Credit, HFD, UGA and Lending Club for credit application systems inside Salesforce.
- Implemented custom CTI integration with Noble and Salesforce with automatic popup screens and activity creation

Impact of the Solution

60%

Jump in counsellor productivity

50%

Increase in Referral conversion

40%

Improvement in number of scheduled appointments

Outcomes

All data and reporting **integrated** into a **single** Salesforce platform prioritizing ease of usage and maintenance.

Synced data in real-time between Salesforce CRM and 13 other external systems using SOAP and REST API integrations.

Created a **one-stop-shop** for all POS activities leading to **seamless maintenance** and **accounting**.

Enabled real-time acceptance of PayEezy payments by POS team.

Empowered team to **generate daily reports** at the click of a button and **auto-saving** it in the Salesforce library

All **credit application process integrated** into Salesforce.

Eased operations by providing both CRM and **scheduling at a single place**

Integrated Noble CTI into Salesforce resulting in **integrated system for call centers**.

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

www.persistent.com

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com



Persistent