



TeachingChannel

“Being able to spend a day in person in our LA office was a big help to be able to talk through refinements to aid our sales and support teams, thanks MST!”

Scott Brogi | COO

Success Story



Teaching Channel connects educators and the professional learning they deserve with Salesforce

Their existing Salesforce implementation was not working properly, leading to personnel using spreadsheets to track partnerships. Conflicting processes created data quality issues that restricted insights about platform usage by partners.

MST Solutions standardized and automated processes to fix lead generation, routing, and lead assignment issues using core Salesforce components.

Teaching Channel now has clear lead sourcing and can automatically direct leads to the appropriate sales personnel. Salesforce mitigates errors and frees up administrative time while enhancing data visibility for internal stakeholders.

Program Timeline

2 Months

Automated manual sales processes

Reduced administrative tasks

Improved integration with digital web platform

Enhanced reporting capabilities

Teaching Channel was able to maximize their investment into the Salesforce Platform and can now use the latest Salesforce features, Lightning interface, and reporting capabilities.