



CASE STUDY



R3 is an enterprise software firm working to transform the way the digital industry works. Their blockchain platform, Corda, offers a new form of digitized infrastructure for business solutions; it was developed in collaboration with over 350 institutions. A faster and more secure solution for data, Corda Enterprise is quickly becoming the standard for digital processes across multiple industries.

THE CHALLENGE:

Confusion for Customers, Ineffective Design and Unwieldy Stats

R3 used Salesforce to create an online one-stop-shop for its products: users could use the platform to access their blockchain software products and download related files. R3 then measured data on each users' downloads, in order to sort them into email sequences, such as onboarding, and to collect data on product usage. The end goal was to create a single platform where R3 could collect transactional data, allow customers to download products, complete billing, and manage support requests.

Because R3 offers a centralized digital community for all of its users—many of whom have actually purchased different products—they faced challenges in creating a cohesive design and a single functionality for all users. A contractor had used Salesforce to create the initial online community, but R3 wasn't satisfied with the design, and their customers weren't able to download files for each of their products as easily as would have been optimal. In short, customers couldn't intuitively access the information they needed due to both the poor design and behind-the-scenes infrastructure of the platform.

The existing solution also collected and stored unnecessary information about the download statistics for products. This created a large, unwieldy data trail for each individual download, a situation that would have quickly overloaded R3's internal systems if they tried to expand and add new products. It was also difficult to draw actionable insights from the data collected because of its unmanageable scope.

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THE SOLUTION:

DIGITAL COMMUNITY DESIGN AND FUNCTIONALITY OVERHAUL

After partnering with R3, SaltClick worked to overhaul the digital community on two fronts: design and functionality.

First, SaltClick created a sleeker and more consistent UI/UX feel by changing the design interface. With more consistent online features and an on-brand, cohesive color scheme, SaltClick helped to make the community both easier to navigate and more professional in its appearance. Better design went hand-in-hand for a smoother customer experience; SaltClick added features—such as a download progress bar and a “100% success” pop-up—that added value for customers, using knowledge of Salesforce and SaltClick -created code to add customized, unique components.

SaltClick also dove into the digital architecture of Salesforce to address problems with data storage and functionality. By parsing and removing the data fields for different downloads, SaltClick cleaned out the unsustainable amount of data that the original platform was collecting. This resulted in a cleaner, more streamlined data collection process on the backend and will enable R3 to grow and add products without crashing their system. In addition, SaltClick changed the way that download statistics were reported; instead of clicking around for scattered pieces of data, R3 can view a single, centralized report with information on downloads and product usage.

THE RESULTS:

STREAMLINED WORKFLOW, BETTER DESIGN AND SIMPLIFIED DATA COLLECTION

R3 has successfully onboarded multiple customers with the new platform, and they report a more streamlined workflow, a better design feel, and simplified data collection on their end.

After updating the community, users were empowered to download files more easily, and R3 was able to collect clearer data on their experience with the platform. With a new user interface design, the platform as a whole was refreshed: its appearance was more on-brand and more intuitive for users to access, an important step as R3 sought to expand and attract new customers.



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Because SaltClick made the code behind the platform easier to navigate, R3 will also be able to add updates and changes in the future with minimal fuss.

R3 also commented on the unique, close working relationship that SaltClick provides. By responding quickly, answering questions through email and phone call, and consistently deploying new solutions that R3 could test, SaltClick went beyond what was expected and actively ensured that R3 had a positive service experience.



SaltClick is an award winning IT consulting organization specializing in delivering innovative cloud-based technology Salesforce® solutions to small and medium sized businesses.