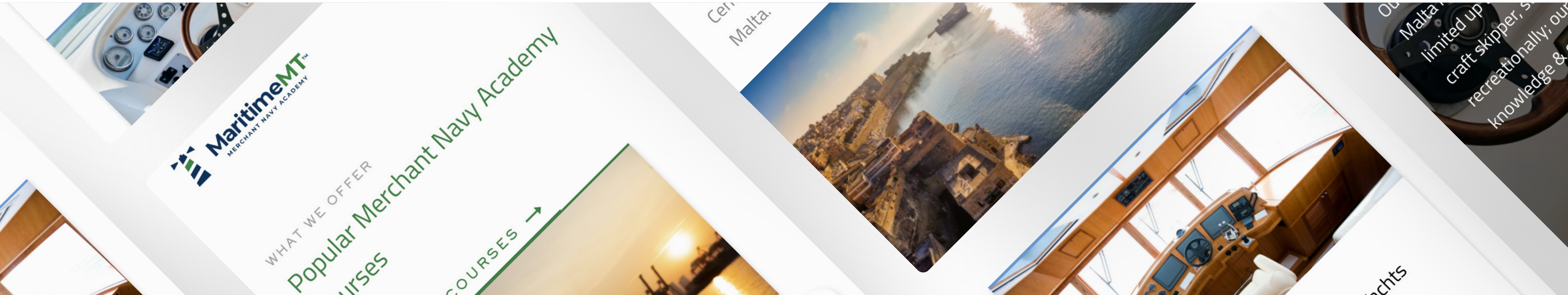


Industry-leading maritime training

MaritimeMT is a trustworthy training institution offering 50+ educational, upskilling, and mentoring courses to maritime pilots, seafarers, and shore-based personnel. The company is now focused on harnessing the most recent tech advancements such as AR and VR while embracing the core values of digital startups.

INDUSTRY	KICK-OFF WITH iTechArt:	SALESFORCE PRODUCTS
Maritime	January 2020	Sales Cloud
QUICK FACTS:		
Headquarters: Malta	Founded: 2010	Full-time employees: 15+



Challenge

MaritimeMT was looking for a way to enable better data management, sales optimization, and customer tracking, as well as improve the lead generation process. Due to the specifics of the industry, the client was looking for a powerful and extremely flexible platform to cover the unusual processes and unique needs of the maritime domain. A partnership with Salesforce seemed like a perfect choice for the client's current and future needs.

With extensive expertise in Salesforce implementation, iTechArt's team joined the project to provide high-quality Salesforce assistance. Additionally, since the client had no previous Salesforce experience, it engaged iTechArt to conduct in-depth employee training to achieve 100% user adoption in the near future. Having weighed all the pros and cons, MaritimeMT decided to opt for onsite training, inviting iTechArt's consultants to its office in Birżebbuġa.

Solution:

To improve sales and customer tracking processes, iTechArt's experts rolled out the Sales Cloud system and nailed the following critical tasks:

- Restructured the company's database and lead generation process
- Integrated core software such as DocuSign into Salesforce solution
- Synchronized previously dispersed data into one place, enabling the client to take control over its sales cycle
- Provided in-depth onsite training across all areas to ensure smooth user adoption

Results:

- Salesforce improved MaritimeMT's business workflows, enabling the company to work faster and scale smarter
- Implementing a CRM solution results in a significant reduction in work effort, thus allowing employees to focus on generating more sales
- Salesforce system has driven more personalized customer experience
- MaritimeMT's sales win rates are higher than those in the last two years combined thanks to seamless SF integration

Read a full case study [here](#).

Our Impact
is Global

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