



# NEON LIFE

CUSTOMER SUCCESS STORY



**FIND YOUR GROWTH PARTNER**

BY OUT IN THE CLOUDS



**THIS IS NEON LIFE**



# COMPANY PROFILE

## COMPANY OVERVIEW:

Neon Life is an Australian based umbrella company housing various brands from Creative Cubes Co - a group of co-working spaces across Australia, Rebel Monk yoga, Mic Drop events and Timber+Greens eateries and catering. The Founders behind Neon Life pride themselves on creating and acquiring new brands that inspire and empower people to be their best.

### LOCATION:

Victoria, Australia

### INDUSTRY:

Consumer Goods

### PROJECT SECTION:

Salesforce Implementation

### PRODUCT:

Salesforce - Sales Cloud

### PRODUCT AD ONS:

Salesforce Knowledge & Salesforce Inbox

### CUSTOMER BUSINESS MODEL (B2B, B2C OR BOTH):

Both



**PROJECT DATE: JUNE 2020**

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## **THE OBJECTIVE**

Our objective was to build an efficient, functional and scalable salesforce org. for all Neon Life employees to easily view data from across multiple businesses.

## **THE CHALLENGES**

- Users unable to manage multiple systems across their businesses
- Users unable to view all business data in the one place
- As the business was growing, their current system was not scalable and unable to keep up.



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## **THE SOLUTION**

OITC recognised a need to implement an efficient Salesforce Org. to streamline processes enabling all users to manage data from one central platform  
- increasing the efficiency and visibility across their multiple businesses.

## **SOLUTION DETAILS**

- Salesforce Inbox enables the users to track communication and book appointments easily.
- Installed and configured Panda Doc as their document generation and signature tool.
- Chatter Set-up - to allow all users to communicate internally within their Salesforce org.
- Set up a product, quote and price-books function to provide pricing and quoting information to potential customers; to streamline their sales processes.



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## **THE RESULTS**

- Built a productive communication platform
- Enhanced communication and visibility by 100%
- Eliminated time-consuming manual tasks
- Unprecedented insight into how their online audience interacts with their various businesses.
- Increased visibility means they now can see where to invest capital better.
- All teams can create tailored and effective communications for different segments of the market.
- Improved efficiency as staff can work on any device, anywhere and at any time, anywhere, thanks to Salesforce.

**CONTACT US WITH ANY AND ALL QUESTIONS,  
QUERIES, OR DREAMS YOU MIGHT HAVE.**

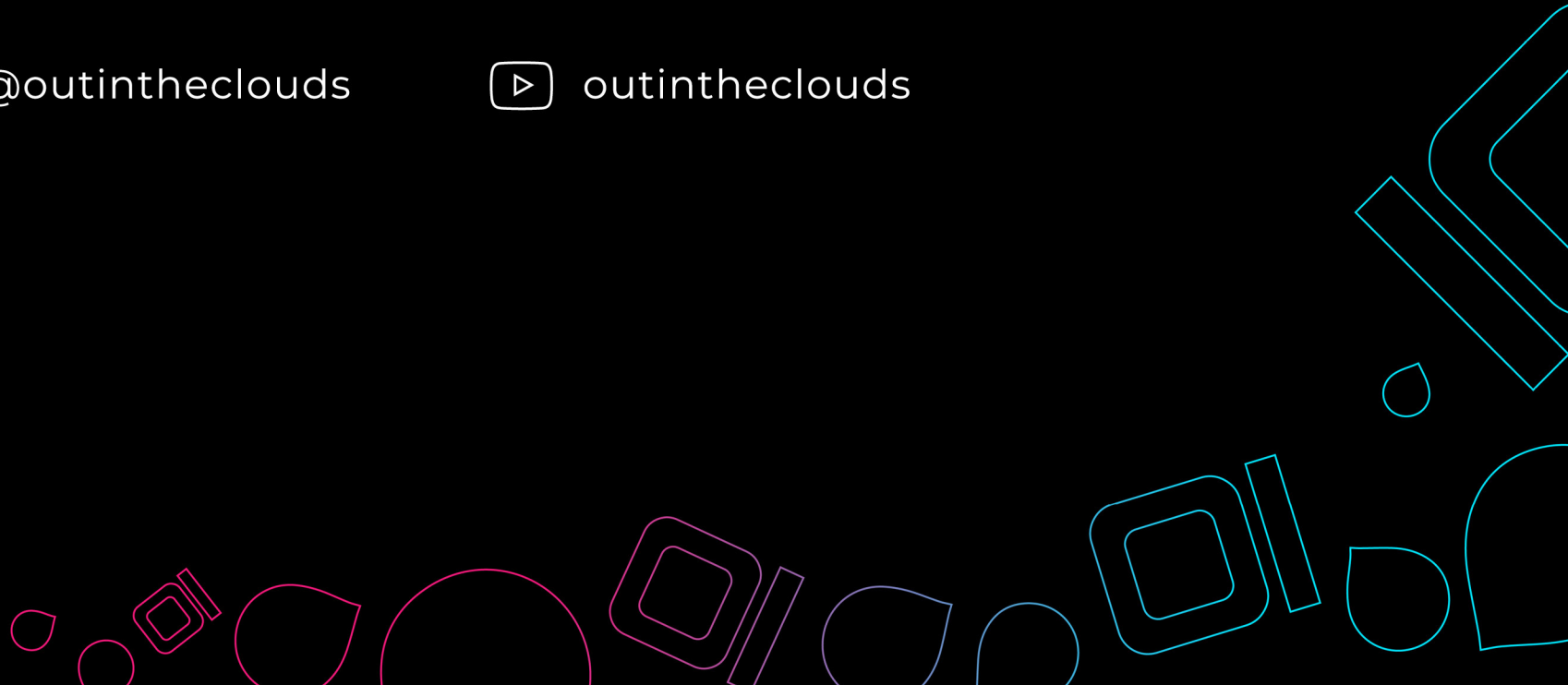
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# THANK YOU



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