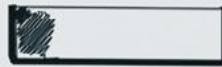


# SALESFORCE

Service Cloud



AD VICTORIAM  
SOLUTIONS

Salesforce. *Simplified.*



## Take Your Customer Experience to New Heights

Once implemented, Service Cloud can be your one-stop CRM toolbox for exceptional customer service that rockets you ahead of the competition. Here's how:

### CUSTOMER ENGAGEMENT CENTER

Give your agents the tools they need to see the "big picture" and excel in customer engagement.

### CASE MANAGEMENT WORKFLOW

Embed best practices into your CRM that enable your business flows to become more scalable, organized and efficient.

### MULTI-CHANNEL SUPPORT

Make your agents available to customers by any method they prefer to use, ensuring seamless customer service across various channels.

### ENTITLEMENT MANAGEMENT

Create work orders from any case, fast, to allow the dispatching team to quickly schedule jobs. And, dispatch a field tech to an emergency in a manner of minutes.

### KNOWLEDGE-CENTERED SUPPORT (KCS)

Equip your service team with the knowledge they need to respond to customer queries faster and better.

### MANAGE SERVICES PROCESS

Custom design your customer service processes from start to finish – from call scripting to case resolution – to ensure consistency and speed throughout the entire case.

### OMNICHANNEL SUPPORT

Master omnichannel support via Service Cloud solutions in order to maintain a conversation with your customer across any channel, avoiding a "fractured" customer experience.



“*There are many companies that claim that they can perform like Ad Victoriam Solutions, but there is no need to look any further. Ad Victoriam Solutions makes any Salesforce CRM project seem like it's child's play.*”

*Alan R,  
Aspecta Flooring*



## Wait No Longer to Accelerate Customer Satisfaction

Poor customer service impacts customer satisfaction, loyalty, and as a result, sales.

Ad Victoriam's pre-packaged Service Cloud Accelerator jump-starts your platform so you can begin servicing customers - the way they need to be serviced - within weeks. Each feature was thoughtfully selected by our experienced Service Cloud™ consulting team so you can effectively foster satisfaction and loyalty.

Features Include:

- > Case Management
- > Customized Service Cloud Console
- > Entitlements and Milestones
- > Activities and Events
- > Data Migration

\*This is a pre-packaged solution and only includes features included above. Ask for more details.

“*FLUX is always working to identify what it is that will make our sales and customer service teams more efficient. We then take these ideas and work with Ad Victoriam to come up with a solution. We always wind up with an end product that meets or exceeds our expectation.*”

*Glen M,  
Flux Pumps*



## Service Cloud as Part of a Multi-Cloud Solution for Retailers

Today's shoppers demand a seamless, personalized journey from a retailer that delivers custom experiences whenever and wherever they are – online, in-store, mobile, email, and social media.

The foundation of this journey is simple; it's real-time, 360-degree data. With Service Cloud you have the state-of-the-art customer service, but what about the rest of the process? Here's how Salesforce® works for retailers:

- > Relationship management data, predictive sales and standardized sales process with Sales Cloud™.
- > B2C Commerce provides a new revenue stream from new customers, optimizes the conversion funnel, build and launch campaigns without IT, and harnesses the power of AI to maximize order value.
- > Marketing Cloud™ deepens shopper relationships, can personalize every touch point, and provides relevant messaging to attract and engage from anywhere.



# Swedish Match

Swedish Match develops, manufactures, and sells market-leading brands of all tobacco product lines, except for cigarettes. Their production facilities are located in seven countries, with sales concentrated in Scandinavia and the United States.



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Retail/Direct Selling: Sales Cloud™ | Service Cloud™  
Marketing Cloud™ | App Integrations

## Challenge

In an effort to grow sales, Swedish Match wanted to develop a comprehensive rewards program but lacked the technology to support this new initiative. Prior to the project, they were only using Marketing Cloud™ alongside laborious, unproductive processes. Ad Victoriam added Sales and Service Clouds™ to their product mix to create an efficient and effective new revenue-generating rewards program.

## Highlights

- > Designed and integrated store location functionality to provide customers with "store nearest you" information, based on their exact location.
- > Bi-directional communication established between Storm (eCommerce) and Salesforce to track inventory quantities and build order in Salesforce, triggering the shipping process.
- > Coupon redemption management created to monitor and reject duplicate coupon utilization and when custom reached coupon limits.
- > Implemented with Star Points Rewards to track points and support rewards points rules such as "add 15 points for birthday," based on custom code.
- > Built flow-based inventory system, supported by FIFO, for inventory evaluations, reserve product for shipping, creating picklists (through Conga) configured based on warehouse layout, and shipping labels (through ZenKraft).



CUSTOMER SUCCESS  
5 out of 5 Rating

## Outcome

The fully-integrated multi-cloud solution replaced the utilization of a six- to seven-member team from a third party call center with three new hires, significantly reducing costs. In addition, the team is able to drive loyalty, targeted messaging and engagement based on 360-degree data. Overall, replacing Excel spreadsheets and sticky notes impacted the productivity, effectiveness, and management of sales, marketing, and operations.

## Empower Your Teams To VICTORY

www.AdVic.com  
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# Lumina Foods

Lumina Foods is an integrated food services company in the business of distribution to convenience stores, contracting with food services, and development of proprietary concepts and brands.



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SOLUTIONS

Salesforce. *Simplified.*

## Retail/Restaurants:

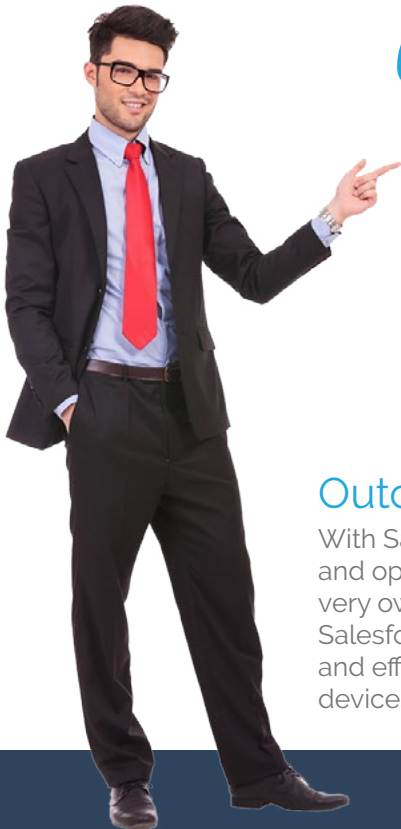
Sales Cloud™ | Salesforce Maps™ | Tableau™ | Salesforce Mobile™ | Pardot™

## Challenge

Lumina Foods offers innovative solutions to businesses looking to build their brand at a controlled cost and peace of mind. With their diversified customers, they require technology that is user-friendly, customizable, and that offers advanced solutions. Using Microsoft Dynamics, they felt left behind. On the prowl for a dynamic and robust CRM experience, Lumina partnered with Ad Victoriam to simplify processes and advance sales.

## Highlights

- > Comprehensive visibility into their data enables sales reps to arrange and plan their strategic approach for each prospect to drive business and accelerate sales.
- > Salesforce Maps' excellent reporting dashboard provides leadership with real-time data at their fingertips to see what is going on and where reps are going.
- > End-users have access to a reliable and easy to use mobile app, which is being used on a consistent basis to capture accurate data.
- > Interactive technical training enabled the in-house development team to independently self-manage the platform for future growth.



“*Ad Victoiram was a great pleasure to partner with on this project. From the in-house training and knowledgeable staff, we are confident in our ability to navigate through Salesforce at its fullest potential and for future growth. Our only regret is that we did not reach out sooner!*”

- Aaron Wall  
Sales Training Manager

## Outcome

With Salesforce and AdVic, Lumina Foods transformed their selling process, marketing, and operations. Now empowered more than ever before, AdVic equipped Lumina with their very own platform. Tailored to their unique needs, Sales Cloud, Pardot, Tableau, and Salesforce Maps are accessible from their mobile platform, allowing for increased productivity and efficiency. Sales reps can now conduct prospecting and sales calls from their mobile devices, along with managing deals.

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# HMTX Industries

A global new materials manufacturer with brands that service a diverse cross-section of the construction marketplace. The HMTX retail brands include Halstead, Metroflor, Teknoflor, Aspecta, and Vertex.



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Salesforce. Simplified.

Manufacturing/Discrete: Sales Cloud™ | Pardot™

## Challenge

HMTX and their brands faced challenges related to adoption and usability with their previous CRM. Their goal was to provide their Sales team with a modern platform and streamlined functionality that connected various teams across the organization.

## Highlights

- > Custom Automated Lead Generation.
- > Unique Sales Process Tailored to Each Brand.
- > Streamlined Sample Order Process.
- > Improved Visibility and Forecasting for Inventory Needs and Purchasing.
- > Enabled Cross-Team and Cross-Vertical Collaboration.



“The best part in dealing with AdVic, is that they took time to discover our needs, came up with a plan to solve those needs, and they actually did exactly what they told us they would do. Very professional.”

- Alan Rowell, Vice President of Sales



CUSTOMER SUCCESS  
5 out of 5 Rating

## Outcome

Salesforce® Sales Cloud provided HMTX with a collaborative environment where teams across different brands can best serve their customers, while implementing efficiencies that were previously manual processes or completely offline.

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## About Ad Victoriam

Ad Victoriam is a Salesforce® and MuleSoft® Partner that provides multi-cloud consulting services, from strategy to implementation. Our nimble team of certified professionals across the United States accelerates businesses by simplifying complex problems through cloud and data expertise. As a Certified B Corp, we balance purpose with profits and have made a strong commitment to the community.

Multi-Cloud Expertise

Data Savvy



Ad Victoriam's certified consultants can help your company deliver the type of customer experience that taps into the preferences of the modern customer. Together, we'll increase the effectiveness and productivity of your office and field service reps to enable your businesses to connect and service customers like never before.



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