Customer Success Stories

Embracing innovation to drive new value for your organization

www.warpdrivetech.us

Industry: EduTech

EdTech Startup boosts productivity by 80% through workflow automation

A world-leading certification training provider and online learning portal partners with companies and individuals to address their unique needs. Their program provides training and coaching that helps industry professionals achieve their career goals.

Challenges

- Sales and support inefficiency as operations expanded
- Invoice generation and AR reports challenges due to a lack of data
- Delay of deal closures caused by lack of defined sales processes
- Lowered productivity owing to dependency on multiple different applications
- Unsustainable workflows; like the usage of spreadsheets for allocating exam vouchers to vendors

Solutions

- Automated the leads assignment with tailored steps in the sale process
- B2B order flow completely redesigned for efficient invoice generation
- Integrated system helped boost and optimize customers' website events in real-time
- Open CTI based dialer solution implemented to refine interaction with customers
- Automated the vendor management flow to allow for smooth allocation of exam vouchers to the vendors

Benefits/ Results

- Optimized on-boarding process ensured better on-boarding rates and fewer drop-offs
- Faster resolution of customer issues – 60% decrease in turn around time
- Better utilization of field service team
- Service visit TAT was reduced from weeks to days with better closure rate
- A significant increase in lead conversion and invoice generation
- Real-time reporting insights for management
- Workflow automation boosted the operation team's productivity by 80%
- Sales process automation enhanced efficiency rates by 20%

Service Cloud ·········· salesforce   Sales Cloud ·········· salesforce