



WARPDRIVE
TECH WORKS

Customer Success Stories

Embracing innovation to drive new value for your organization

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Industry: Retail



Multi-Avenue Digital Solutions for Leaders in Lifestyle Improvement

This client is an American manufacturer and multi-level marketing distributor of natural nutrition supplements, weight-management products, beauty products, and household items. The company is based in Pleasanton, California with global operations in Canada, China, Indonesia, Japan, Malaysia, and Taiwan.

Solutions

- Lead Allocation Engine: this algorithm was designed to assign a sponsor to the incoming leads and generate higher-quality sales opportunities.
- Login Flows: to refine security and privacy practices.
- A separate community was created (partner portal) and logins were allocated to each of the distributors to check custom dashboard, reports and team details.
- Partner community license gives the benefit of customization and collaboration.

Service
Cloud



Partner
Community



Sales
Cloud

Challenges

- Calculating and maintaining Genealogy.
- Disjointed view of distributors, business leaders and members. It was difficult for partners to track their rewards, loyalty points, downline and sales.
- Security issues: frequent reports of account hacking.
- Due to a large number of distributors (2.5 million members), a standard platform allocation and license management system would have interfered with personalized business experience.
- System was unable to cater for reports, team information, rewards and recognition - data that is essential for informed distribution.

Benefits/ Results

- Consolidated view of business to 2000+ community users.
- Implemented Genealogy on Salesforce platform, saving our client unnecessary spending.
- Accurate leads allocation, resulting in increased sales rate.
- With the partner community in place, distributors always had the latest information at their fingertips.
- Partner community is scalable, cost effective & mobile optimized.

Industry: Retail



Innovating Interior Design with Cutting-Edge Tech

This client is one of India's leading home interior and modular kitchen design firms provides a world class experience to its customer with signature aesthetics, cutting edge technology & functionality. Spread across 5 locations, this client has a vast and influential outreach that they were looking to escalate.

Solutions

- De-duplication functions were activated to prevent duplicate records.
- Open CTI, enacting dialer solution, was used to boost meaningful interaction with customers
- Automated the leads assignment with specific business principles implemented in the sales process
- Meeting schedules and lead conversions optimized to increase sales opportunities/potential qualified customers.
- Efficacy of the opportunity conversion rate increased by syncing the multiple quote/production addition.

Service
Cloud



Challenges

- Original system was disjointed, and did not capture valuable insights of leads and manage orders.
- Sales/support inefficiency as operations expanded.
- No defined process for sales, resulting in delay of closures.
- Dependency on multiple applications, leading to inefficiency.
- Managing several orders from a single customer - and time management - wasn't catered for with their original system.

Benefits/ Results

- **A significant increase in lead conversion with Sales Cloud.**
- **Order allocation was managed scientifically, resulting in higher conversion rates**
- **Boosted the operations team's productivity with CTI integration.**
- **Seamless tracking and following up of leads resulted in the significant increase of successful sales and long-term loyalty.**

Industry: Retail



Decor, Driven Digitally

This client is one of India's largest furniture and decor retailers based in Bangalore, India. They currently have 3 stores in Bangalore, and distribute across 75+ cities in India, utilizing their website as a means of promotion and transaction.

Solutions

- Internal communication feature - cases are created and assigned to the team automatically. The case raised is sent directly to the target team and its members.
- Smart emailing - saves staff valuable time by automating.
- Service console with milestones and escalation to resolve cases faster within SLAs.

Service
Cloud



Challenges

- Disjointed system that didn't capture leads/potential customer details.
- The original system did not allow management of orders in one unified platform.
- Lack of effective internal communication.
- Emails were sent manually to leads - occupying the time of employees unwisely.
- Manual initiation of cancellation and refunds was time-consuming.

Benefits/ Results

- The emails sent are saved as contacts, providing accessibility and organization to all data.
- Increased efficiency in the workplace and in customer experiences.
- TAT reduced to two days.
- Reduced the refund period to two days, from its original timeline of one week.

Industry: Retail



Sparkling Sales Processes: Digitize For Success

This client is one of the most influential diamond jewellers in the South Asian market, providing hand-crafted jewels of luxurious quality since 1964. It has expanded its reach into India, USA and UAE.

Solutions

- Designed a unique customer page to capture all the individual's details.
- Built a product details page which captures the product interests of the customer.
- Automated the onboarding process from campaigns - allowing the client to calculate the ROI of any event in real time.
- Customer rating was included in the survey to identify where demand was, and for what products.
- Reports and dashboards were built to provide a 360 degree view of the customer's journey.
- SMS integration was completed between systems, triggering an SMS whenever the customer attends an event - tailoring their experience to their interests.

Service
Cloud



Sales
Cloud



Challenges

- System was unequipped to capture/track needs of potential customers in the showroom.
- In-demand jewellery was not exhibited clearly on their website or in the system itself.
- The company was unable to capture the ROI from exhibitions, events and expos.
- Could not mend system inefficiency issues as operations expanded.
- Real-time reporting was not being implemented to the standard desired.
- Without a properly equipped system, the client was unable to keep track of the customer/prospect details

Benefits/ Results

- **Effective lead-monitoring**
- **Increase in sales upselling, as market demands were attended to punctually.**
- **Efficiency of marketing team improved with access to essential data, helping staff curate a more considered campaign, with the help of better ROI.**
- **Customer relationship management improved significantly.**
- **By automating the entire process, the client reduced operational risk with effective workflow management.**
- **Forecasting based on specific data provided management teams with more interactive reports and user-friendly dashboards**

Industry: Retail



Chic & Digitally Savvy: Home Design Powered by Tech

This client is a premium decor brand that is revolutionizing Indian kitchens with its stylish and practical European-style kitchen and wardrobe design.

Solutions

- Leads captured with duplicates check and management.
- We recommended and implemented CRM solutions.
- Refined the onboarding process with a distinct sales cycle and system for customers and franchisees.
- Quotas were provided to staff for better management of sales pipeline, on an internal and external level.
- Service console with Milestones and escalation to resolve cases faster within SLAs.

Service
Cloud



Sales
Cloud



Challenges

- Disjointed system that was unequipped to capture leads/potential customer details, as well as manage orders in a single system.
- When the system registered the customer details, connecting with the potential lead was a convoluted process.
- Limited visibility of sales pipeline
- Managing franchisees across locations
- Ticket management with SLAs and escalation

Benefits/ Results

- Significant improvement on conversion rates.
- Onboarding time for franchisees was accelerated.
- Clear visibility of sales pipeline.
- Customer satisfaction rate skyrocketed as a result of escalated speed on sales closures.