EMPAUA + crowdcube

Customer Success Story

Crowdcube - Customer Success Story
EMPAUA UK

Overview

About the company

The European marketplace for retail investment into private and public companies, Crowdcube enables entrepreneurs to raise finance with the added benefit of being backed by their community. For investors, Crowdcube provides a way to hand-pick a stake in an innovative business they believe in that traditionally would have been restricted to professional investors.
Since it was founded in 2011, Crowdcube has funded over 1,130 deals. With over one million members, a total of £1.2bn has been invested on the platform to date.

Businesses that have successfully raised funds with Crowdcube include BrewDog, Camden Town Brewery (acquired by AB INBev), carwow, JustPark, eCar Club (acquired by Europcar), Feedr (acquired by Compass Group), Freetrade (primaries and secondaries), Grind, Innis & Gunn, Mindful Chef (acquired by Nestle), Monzo, Parcel2Go, Pod Point (acquired by EDF), Revolut, and Nutmeg (acquired by JP Morgan).

Company — crowdcube

Industry — Financial Services

Sector — Fintech

Salesforce Solution Implemented
- Sales Cloud
- Service Cloud
- Experience Cloud

EMPAUA + crowdcube

Customer Challenges

Have a holistic view of the whole customer journey.
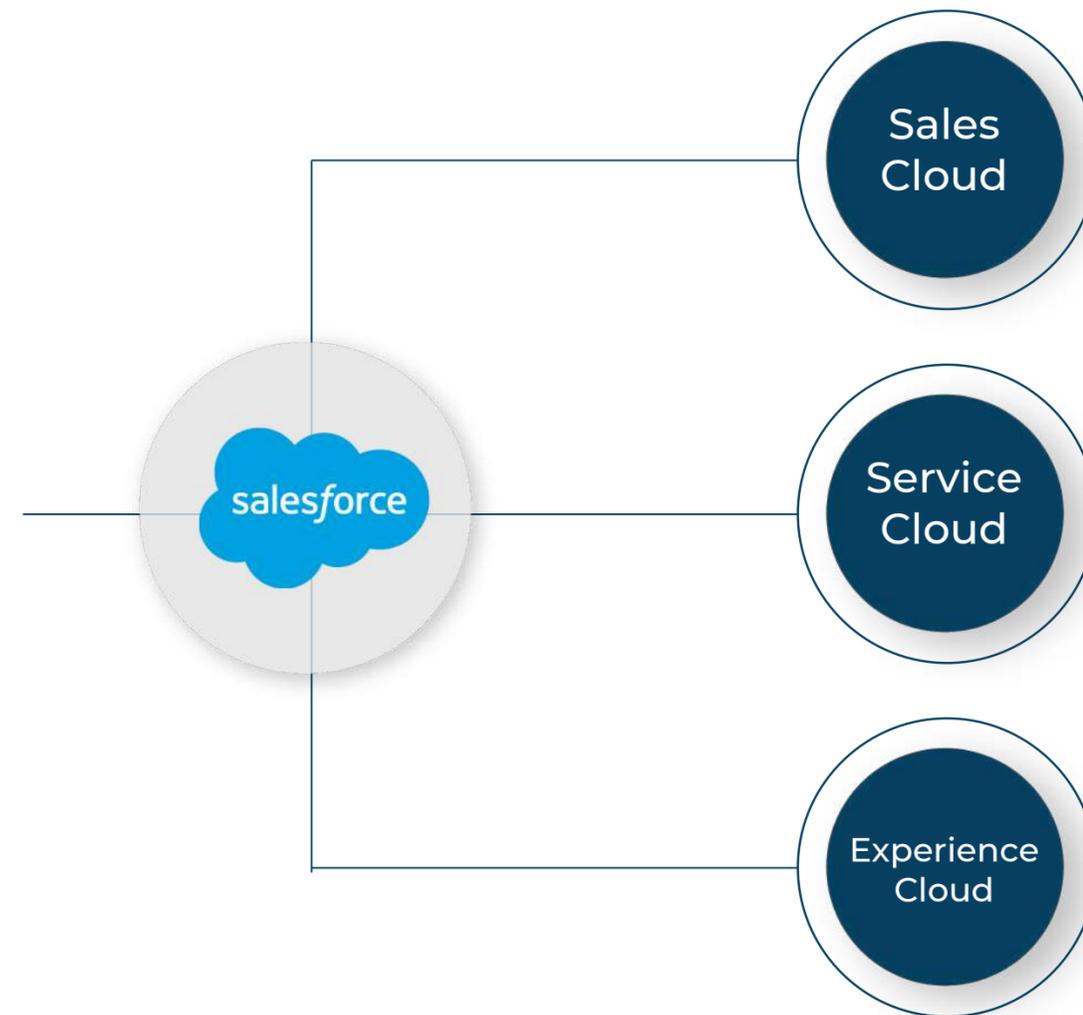
Lack of user adoption

Crowdcube were an existing user of Salesforce for many years, but due to the company growing at such a fast pace, the Org took a life of its own. Each department had their say in how Salesforce should be implemented, this resulted in not one individual having a holistic view of the whole customer journey. This created a lack of user adoption, and frustration between teams once a customer moved to a new stage of the journey.

Third-party integrations

The Crowdcube team wanted to migrate to the Lightning experience but were unable to do so due to the complexity of their Org. Multiple third party applications were installed, often overlapping in functionality, taking up storage space but underutilized by the team. Corona pandemic broke out in the middle of the project schedule.

EMPAUA + crowdcube

Solutions

- The EMPAUA team took a holistic approach to the design of their new environment to make sure each stage of the Crowdcube launch process was captured in a system that was easy to use. We worked closely with the client to redesign their Salesforce structure and introduce custom objects to better track collaboration between the teams. Collaborated with the client to review and delete Applications that were not being utilized by the team.
- This not only reduced the client license cost but also released much needed Salesforce storage. We also introduced integration to their internal ADMIN system for tracking the status of a Pitch which before operated as an independent system. Last we migrated to Lightning which allowed us to better set up the UI to enhance the usability of the system.
- Due to Corona, the team had to adapt from an onsite delivery approach to a fully remote one for the safety of the team.

salesforce

Sales Cloud

Service Cloud

Experience Cloud

EMPAUA + crowdcube

Results

- As a result, the new Crowdcube org is carefully designed to make sure that the system is easy to use, while also maintaining a data model that allows for better reporting. User adoption has greatly increased as the new system is much easier to use by the different teams, ensuring they are more accountable for their actions.
- The new system administrator participated in the project and is committed to maintaining the integrity of the new Org. The users love Lightning! Despite the transition to a remote team the client went live on time with their new solution and has successfully adopted the new Salesforce Org.
- Data quality has improved considerably, particularly capabilities regarding forecasting and revenue recognition. The entire business is now utilising the platform and Salesforce is now no longer a taboo word.

Data quality has improved considerably, particularly capabilities regarding forecasting and revenue recognition.

EMPAUA + crowdcube

Danielle Stilwell

Commercial Operations Manager

" EMPAUA were a pleasure to work with, they really helped to add structure to tackle such a large project. EMPAUA are extremely knowledgeable and we are so happy with our new Org. "

EMPAUA + **crowdcube**

EMPAUA + crowdcube