



Customer Success Story



Cloud Technology Solutions - Customer Success Story
EMPAUA UK



Overview

About the company

Cloud Technology Solutions (CTS) is a Google premier partner that delivers a complete range of Google Cloud Services throughout Europe. They also provide a CloudMigrator by CloudM: the world's leading migration tool for Google G Suite and Microsoft Office 365 that allows migrating emails, files, calendars, and much more. CTS has moved more than nine million users and over 23,000 domains using CloudMigrator. Moreover, CloudSolutions offers Google Cloud Platform (GCP), a public platform that allows clients to revolutionise the way they build, deploy and manage web and mobile applications. This system is helping organisations drive forward by leveraging the scalability, security and significant data capabilities of GCP, which also permits businesses to gain an advantageous competitive edge by enabling developers to build, test, and deploy apps on Google's highly-scalable and reliable infrastructure.

Company

cts

Industry

High-Tech

Sector

Cloud Technology

Salesforce
Solution
Implemented

- Service Cloud

Customer Challenges

We built a reliable data gathering system

Dealing with unexperienced Partners

A few years ago, CTS was already working with a few Salesforce Solutions that another partner implemented, but unfortunately, they were not meeting their expectations in a moment of a fast-growing stage for the company, consequently, it was damaging the business having a massive impact on annual revenues. Moreover, the design, the coding processes and the whole implementation were not being done by experts.

Opportunities controlled manually

Each of the opportunities was controlled manually, causing a lot of close-lost cases and stress in many areas of the business. One of the main problems was the renewal automation system. They worked with it for a couple of years, but it was never built correctly. That situation of complete frustration made them urgently find a new Salesforce Partner, and Conga, one of CTS suppliers, suggested that EMPAUA would bring the solutions they needed back then.

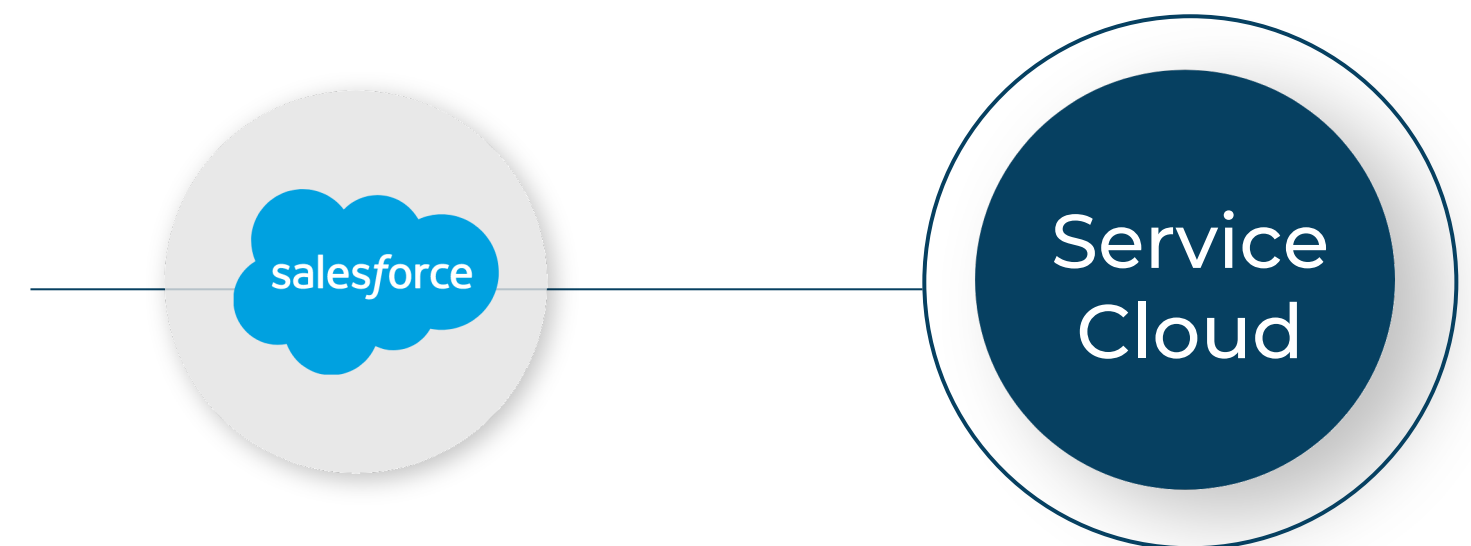
Severe problems with invoices

CTS was also facing severe problems with invoices not delivering correctly. Customers were complaining, directly affecting the sales team. Moreover, CloudSolutions couldn't gather their data accurately: all the information they had in Salesforce wasn't in order, and it was wrong. At the time, CTS was spending a lot of time and money to find the correct answers and the right people to do the work.

Solutions

EMPAUA implemented a number of custom solutions in order to improve the client's experience with Salesforce.

- Understanding the CTS context, EMPAUA started a very smooth intervention to reduce people's stress and frustrations. We met with their stakeholders, gathered requirements, and put them all together to re-design the renewal automation system within Salesforce from scratch. We knew that our client needed those big projects to be implemented correctly from day one, and no mistakes were allowed.
- We removed everything damaging the business and devised an efficient and friendly implementation, which was also personalized for the company. The whole migration was done correctly and within the time we were both expecting.



Results

- We provided an entirely new and reliable data gathering system and an accurate forecasting system that allows them to see all of their customers and possibilities for the next 20 to 24 months.
- Today, the renewals teams are flawless; the system works for them, not against them.
- The segmentation process is correct, which permits CTS to act at the right moment.



Functional segmentation process



Sarah Placchino

CRM Development Manager

“ As soon as we met EMPAUA, we knew the relationship would work well. We bonded quite quickly because they understood what we were going through from the first moment and came up with solutions from the very first meeting.

We knew we were making the best decision based on EMPAUA’s reputation and the history that preceded them.

I have worked with partners before and never worked with people I believe are geniuses. They do surprise me every day, and they are always suggesting new ideas and proposing solutions.

Today, I don’t see EMPAUA as a separate team from our business; they are part of it. They genuinely cared about our company to achieve our goals together; they are very straightforward to work with, and the team members are always reachable. ”

The background of the image features two women in conversation. The woman on the left is shown in profile, looking towards the right. The woman on the right is facing forward, smiling slightly. The entire image is overlaid with a semi-transparent blue filter. In the center, the text 'EMPAUA + cts' is displayed in white. The background also includes abstract geometric shapes in shades of purple and blue.

EMPAUA + cts