

EMPAUA + lengoo

# Customer Success Story

Lengoo- Customer Success Story  
EMPAUA Germany



# Overview

## About the company

Earthport was the largest global ACH network in the world. Earthport has set up bank accounts with partner banks enabling payments to be transferred anywhere in the world, faster and more cheaply than their competitors.

■ Company

■ Industry

■ Sector

■ Salesforce  
Solution  
Implemented

 lengoo

Professional Services

Business services

Sales Cloud

# Customer Challenges



## Streamlining internal processes and harnessing the power of Salesforce

After an MVP Sales Cloud setup (holistic setup of Salesforce to set up the most essential and value-added processes), Lengoo was immediately looking for ways to streamline their process and leverage the power of the Salesforce platform.



## Unlimited growth potential

With their seemingly unlimited growth potential, they wanted to expand their reach as far and wide as possible while keeping their quality of marketing touchpoints high.



## Dependent on their legacy CRM

They were also still dependent on their legacy CRM, Agile CRM, with some features and data not yet set up in or migrated to Salesforce.



## In-house administrative control

Lastly, they were looking to have someone in-house take administrative control of their new CRM, supporting users on a day-to-day basis and extending existing functionality.

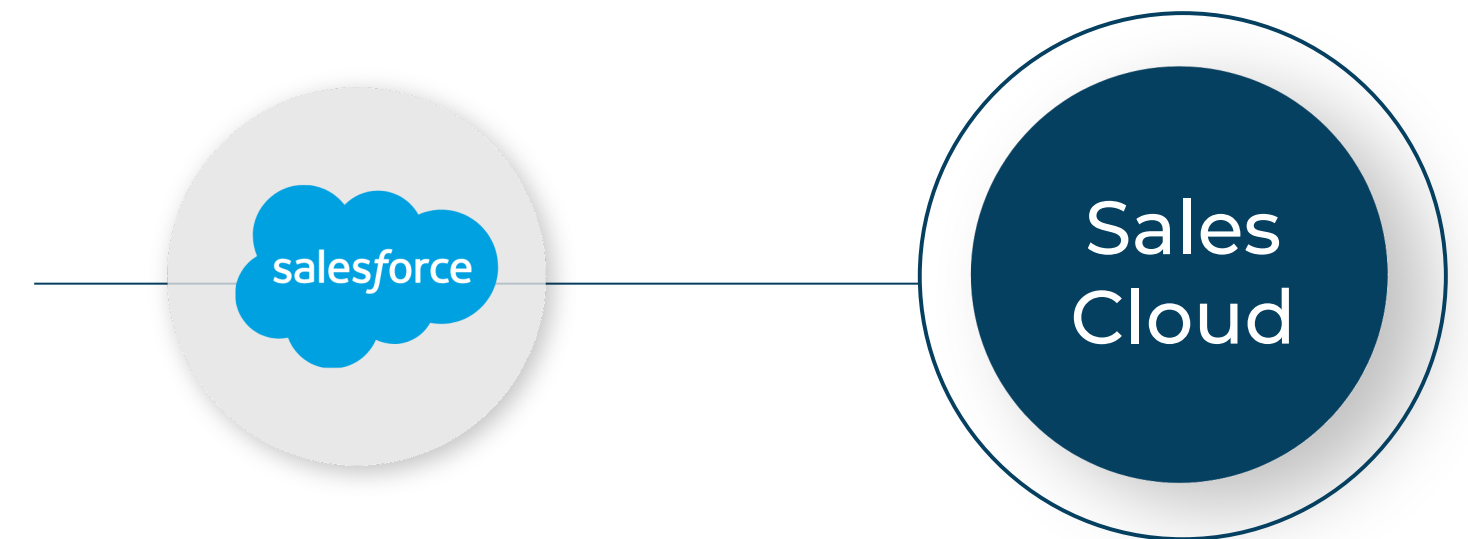
# Solutions

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

EMPAUA and Lengoo set out to define and prioritize a list of requirements, combining EMPAUA's Salesforce best practices knowledge with Lengoo's unique needs and processes.

EMPAUA developed a scalable process to automate email campaigns for multiple regions and campaigns while respecting GDPR. To drive user adoption, sales and marketing processes were tied to email and Task logging in Salesforce.

Agile CRM sales features and data were migrated to Salesforce. Lastly, EMPAUA delivered executive training sessions to the Lengoo administrators.



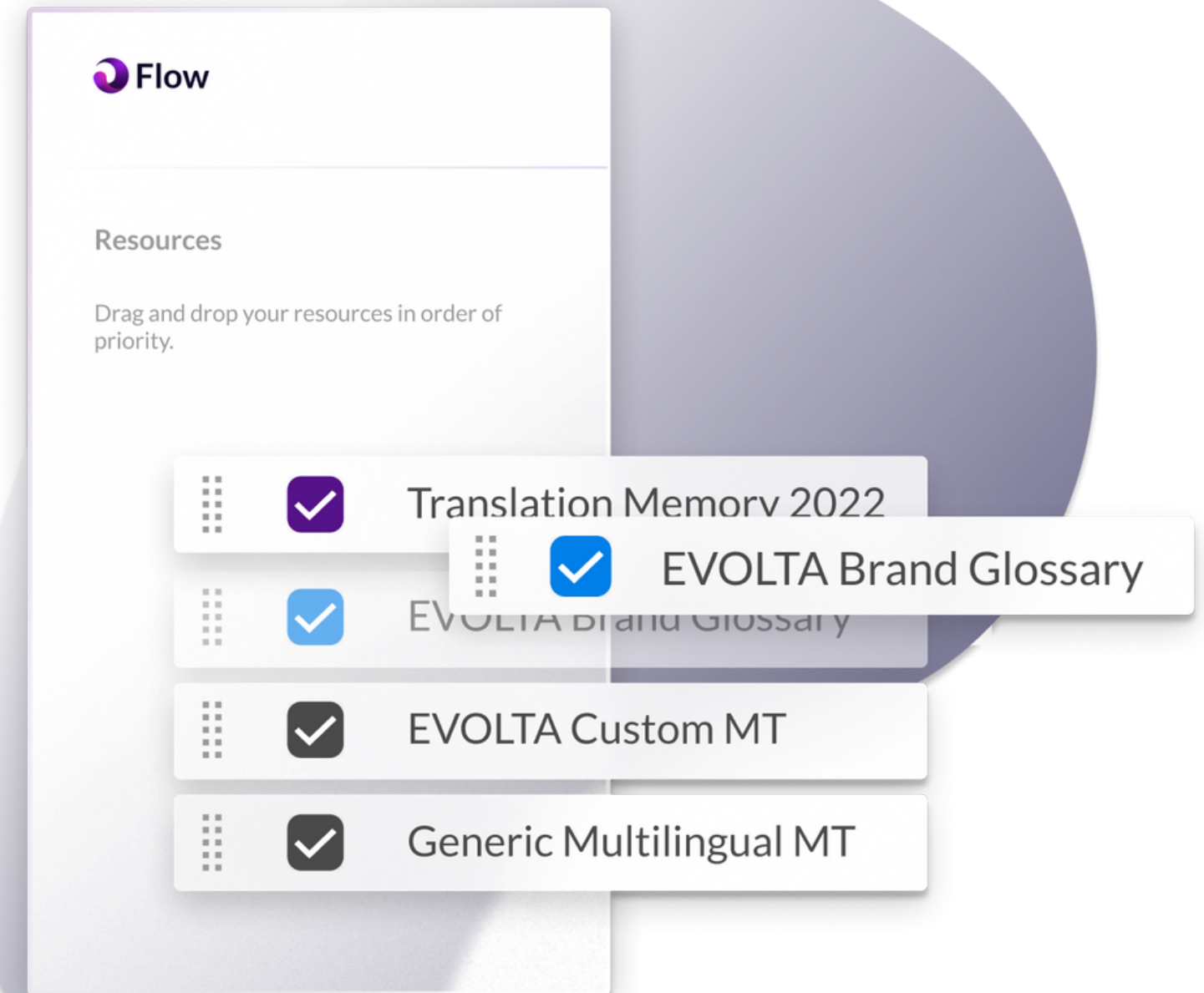
# Results

Lengoo can work faster and target more potential customers with their new tool, leading to an increased Lead conversion rate.

Campaigns allow Lengoo to measure specific campaigns' efficacy over others and adapt quicker than ever.

Lengoo can get deeper insights into how users interact with different customers, thanks to email/task logging built into the Lead page.

Lengoo is self-sufficient today and can administer its organisation, equipped with the knowledge of not only Salesforce core but also the custom-built features introduced by EMPAUA.



**Increased Lead conversion rate**



“ We enjoyed the high level of flexibility, agility, and proactive knowledge sharing of EMPAUA. ”

**Alexander Gigga**  
• Co-founder and CMO



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