



Salesforce is a strategic relationship for CitNOW Group. Feasa helped us to align to the Salesforce landscape and deliver CitNOW Sales to our customers via the Salesforce AppExchange.

Jamie Pearson
Global Programme Director - Salesforce



Challenge

CitNOW is the world leader in personalised video communication for the Automotive Industry, with over 10,000 dealer installations.

CitNOW wanted to ensure that their customers who use Salesforce could get the maximum benefit by integrating CitNOW Sales into the Salesforce ecosystem.

Setting up pilots with selected customers as quickly as possible was one of the key priorities to gain feedback to enhance and improve the capabilities of the ISV product.

Solution

Feasa ran workshops with the CitNOW senior business team to go through the whole Salesforce ecosystem.

Working with the senior team, Feasa developed a product roadmap and mobilised an agile development team to create the CitNOW Sales Salesforce App working closely with the CitNOW development team. The ISV (Independent Software Vendor) product allows retailers to follow up on CitNOW actions within the context of the customer and vehicle record in Salesforce, and use Salesforce marketing cloud to automate follow up communication - enhancing retailer productivity.

Feasa delivered the ongoing technical resources to continually enhance the solution and respond to customer needs.



3 Months

To get the solution into pilot with the first dealer group

