

Customer Story: Staples

Industry

Office Retail

Solutions

Sales Cloud, Service Cloud, Marketing Cloud

Staff

2,000+ Employees

HQ Office

Framingham, MA

Staples is a large office supply retail chain with 1,500 stores in North America. Staples was recently acquired by Sycamore Partners, a private equity company – as part of Staples' go-to-market strategy, the sales and support systems needed to be aligned with the marketing system.



Salesforce Challenges

- ⦿ Staples redefined its sales & support strategy for a go-to-market. Existing systems didn't support the redefined process.
- ⦿ Prospect/Customer data was not accessible across sales system, marketing system & support platforms.
- ⦿ Integrations between the marketing system & Salesforce was not robust & real-time.
- ⦿ Sales couldn't access commissions or full account data in the existing model.
- ⦿ Support couldn't access full account data in the existing model.

Access Global Group Solutions

- ⦿ Sales Cloud implemented to align with the new redefined sales process.
- ⦿ Service Cloud implemented to align with the new redefined support process.
- ⦿ Marketing Cloud implemented to support all the B2B marketing efforts.
- ⦿ Various custom integrations are created for inventory availability, D&B, Marketing data sources and Accounting systems.
- ⦿ Custom Dashboards are created for sales, support & executive level teams.

Salesforce Results

- ⦿ New sales & support process is implemented.
- ⦿ Prospect data is synced with Salesforce real-time through marketing cloud.
- ⦿ Integrations between the marketing system & Salesforce was not robust & real-time.
- ⦿ Sales teams can access commissions real-time.
- ⦿ Support teams can access account data, so they can assist customers in a timely fashion.