THE 90-DAY ROI PLAYBOOK

OPTIMIZE YOUR SALESFORCE INVESTMENT

CLOUD GIANTS

In a recent "fireside chat," the CIO from a publicly traded company shared how the current economic environment is pushing C-suite executives to seek shorter-term (i.e., 90 day) returns on their investments. Because the majority of Salesforce-enabled companies use only a fraction of Salesforce capabilities, optimizing what they already own is a prudent way to ensure quick wins with minimal investment.

Let us help you unlock more value from your Salesforce investment, incrementally, one quarter at a time. Below are examples of where we have helped customers achieve measurable results in 90 days or less.

90-DAY ROI IDEAS

Strategy Day

WHAT: This 4-hour meeting led by Cloud Giants solidifies an organization's Salesforce strategic plan in support of top level organizational goals, creates a blueprint for successful execution and identifies metrics for a winnable game.

BENEFIT: Ensures organization is focused on the highest ROI activities.

Global Action for Salesforce Requests

WHAT: Allow stakeholders to request changes or support from anywhere in Salesforce.

BENEFIT: Less wasted effort when making requests, better capture of ideas and empowers users to share the issues impacting their use and adoption of Salesforce.

Automate Renewal Creation

WHAT: Automatically create renewal opportunities when a deal is closed-won.

BENEFIT: Saves rep 5-10 minutes per renewal opportunity and ensures renewals don't fall through the cracks.

Automate Task Creation

WHAT: Auto-create reminder and "to-do" tasks based on various triggers. For example, when an opportunity is marked closed-won, create a task for the opportunity owner to send a personalized "Welcome" email or schedule a check in call 60 days before a client's renewal date.

BENEFIT: Ensures critical action items get accomplished, improves the customer experience and gives managers' the ability to proactively tackle potential performance issues.

eSignature

WHAT: Integrate Salesforce with a preferred eSignature tool.

BENEFIT: Streamlines the contracting process and improves document management.

Cost Takeout

WHAT: Identify 1-2 applications that are redundant to Salesforce and replace them with existing licenses.

BENEFIT: Cost savings, natively integrated capability, less maintenance.

About

Cloud Giants is a leading Salesforce Consulting Partner headquartered in North Carolina's innovative Research Triangle Park. We help our clients drive revenue and engagement, and maximize their investment in Salesforce by guiding, educating and uplifting their company's people to fully own the platform from start to finish. We are focused on providing long-term value to organizations and know that as a partner in digital transformation, there is no finish line, only constant advancement towards your goals.

Cloud Giants team members have served as Product Owners, System Administrators, Solution Architects, and Business Analysts for companies across multiple industries using the Salesforce platform. We tailor our work to each client's needs, implementing and optimizing solutions that align with their specific business goals.

Core Salesforce specialties include:

- Configure Price Quote (CPQ)
- Experience Cloud
- Sales Cloud
- Service Cloud
- Marketing Cloud Account Engagement

Curious?

Contact us to learn more about how we can work together.

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