

CASE STUDY

Private Jet Chartering with Salesforce

Introduction



CloudROI is a cloud consulting firm that specializes in helping companies transition from legacy systems to cloud-based solutions.

Recently, CloudROI was approached by **Monarch Air Group**, a private jet brokerage firm that had been using Pipedrive to manage its customer relationship management (CRM) needs. Monarch Air Group wanted to migrate to a more advanced CRM solution, Salesforce, to enhance their B2C sales strategy. This case study will examine the problem statement, solution, and benefits that resulted from the project.



Solution

CloudROI recommended that Monarch Air Group migrate to **Salesforce**, a more advanced and comprehensive CRM solution.

Salesforce would provide Monarch Air Group with the advanced functionalities they needed to enhance their B2C sales strategy, including lead management, opportunity management, and forecasting. Additionally, Salesforce would allow Monarch Air Group to integrate with other software systems, which would eliminate the need for manual data entry and reduce the potential for data inaccuracies.

CloudROI worked closely with Monarch Air Group to customize Salesforce to meet their specific business needs.

Benefits

The migration from Pipedrive to Salesforce resulted in numerous benefits for Monarch Air Group.

First, Salesforce provided Monarch Air Group with the advanced functionalities they needed to manage their sales process effectively, resulting in increased sales and customer satisfaction.

Additionally, the integration with other software systems eliminated the need for manual data entry, which saved time and reduced the potential for data inaccuracies.

Finally, Salesforce provided Monarch Air Group with the ability to analyze their sales data, which allowed them to make data-driven decisions and enhance their B2C sales strategy further.



Conclusion

The migration from Pipedrive to Salesforce was a successful project for Monarch Air Group. CloudROI's expertise and guidance ensured that the migration was completed efficiently and effectively, resulting in numerous benefits for Monarch Air Group.

Salesforce provided Monarch Air Group with the advanced functionalities they needed to enhance their B2C sales strategy and manage their sales process effectively.

As a result, Monarch Air Group experienced increased sales, improved customer satisfaction, and the ability to make data-driven decisions.



Questions?



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