



# Accelerated Digital Transformation for PromPerú's Events & Fairs

Digital Transformation in under 30 days

## Client:

PromPerú

## Industry:

Government / Tourism / Export

## Technology:

Salesforce Sale Service Cloud

## Country:

Perú

## The challenge

PromPerú is the official tourism and trade promotion agency of the Peruvian government.

It is responsible for promoting Peru as a tourist destination and fostering international trade and investment in the country. PromPerú collaborates with various organizations, both domestically and internationally, to strengthen the promotion of Peru as a tourism and trade destination.

In the realm of PromPerú's digital transformation journey, the organization recognized that the seamless execution of Expos and Fairs played a pivotal role.

However, this endeavor posed numerous challenges across multiple stages, including promotion, registration, compliance, validation, and participant confirmation.

The primary objective of the undertaken project was to enhance and streamline these intricate processes. A pivotal aspect was the enhancement of prospect filtering for forthcoming events.

An especially demanding difficulty was the project's tight timeline, requiring completion within an incredibly brief span of less than 30 days.

## Solution overview

Amid these challenges, Readiness IT was selected for its proven expertise in digital transformation ventures. The timeframe of just 30 days drove our agile approach.

Our journey began with an in-depth assessment of requirements, tied with the quest for the most fitting solution for the client's needs.

This comprehensive evaluation led to the identification of processes suitable for simplification, streamlining, or full automation.

Then the team focused on finding the most adequate solution, and the chosen one was the deployment of Salesforce Sales & Service Cloud.

From the implementation of Marketing and Event Flow to capturing end-customer feedback, the project progressed according to a meticulous schedule until deployment.

Additionally, our team executed extensive functional and technical training and worked on the creation of a comprehensive user manual for the PromPerú team to independently navigate the system on its native language.

## Accomplished results

Readiness IT's deployment yielded remarkable improvements.

- The endeavor **facilitated PromPerú's successful digital transformation**
- **Achieved a 100% adaptation rate**
- Leaning on our expertise and Salesforce-certified professionals, the **entire project was executed in an impressive span of 30 days.**
- **Local language manuals** empowered the client's teams **to seamlessly integrate with the Salesforce platform.**
- **Significantly elevated the customer experience**, underscoring the triumphant outcome of the partnership.

