

Salesforce

Success Stories

Retail & Consumer Goods Industry



Key Success Stories

Leading retailer operating in United Kingdom and the Republic of Ireland

Tech : Commerce Cloud, Service Cloud, OCI, OMS

- Omni-channel Commerce Platform and Service Cloud Implementation
- Commerce platform with omni-channel and single customer view capabilities
- Hyper-scaling platform for the retailer
- 40% increase in sales across all channels
- Projected increase in online conversion by 35%

A British multinational tobacco company

Tech : Salesforce Marketing Cloud, Salesforce Service Cloud, Salesforce CDP

- Salesforce L2 support services for one of the largest tobacco company
- L2 support 24/7 support for P1 issues
- 60% Reduction in tickets in 2 months
- Supporting 20+ countries with 5000+ users
- 98% SLA compliance ; 8 weeks transition to support

Leading manufacturer of Consumer products

Tech : Salesforce Service Cloud, CTI Integrations with Genesys Pure Cloud, MuleSoft

- Enabling business growth by converting leads into consumers
- Service Console for 360-degree view of customer related information
- Dedicated dashboards supervisors and managers to track remote coach performance
- Improved customer satisfaction

World Class Sugar Producer

Tech : Sales Cloud, Service Cloud, Experience Cloud, MuleSoft

- Implemented The Commercial Transformation Project (CTP) to deliver a reliable and scalable collaboration platform focusing on customer value
- Real time view of the account wise financial data
- Reduction of manual effort by around 5 full-time employees per month
- Reduction in customer complaints and queries, and maintenance costs

Global Beauty Brand

Tech : Salesforce Marketing cloud, Salesforce Service Cloud, LWC

- Hyper-personalized experiences and data-driven marketing platform for the global beauty brand
- Consumer and interaction data is curated and organized—available for targeted campaigns, reporting, and analytics
- 20–30 million data lake transactions per month
- Processing 2–3 TB of data per day

Global food manufacturing major

Tech : Salesforce B2B Commerce cloud (Cloud Craze), Service Cloud

- Seamless B2B Commerce & global service cloud Implementation
- Reduced order cancellation rates and additional calls to support teams
- Superior performance of the application, better personalization and superior user experience
- Significantly improved maintainability and scalability

Case Study

Omni-channel Commerce Platform, Service Cloud Implementation for a British Retailer

Leading retailer operating in United Kingdom and the Republic of Ireland

- Commerce platform with omni-channel and single customer view capabilities
- Hyper-scaling platform for the retailer
- 40% increase in sales across all channels





CHALLENGE

Management & Operational Challenges

- Lack of scalability and flexibility in the incumbent technology stack.
- Lack of unique customer identity across sales channels
- Fragmented Customer, Inventory and Order data across channels.
- Disbanded data points coming in from multiple source systems.

Deterrents to efficiency in Colleague performance

- Lack of holistic customer view leading to reduced cross-sell and upsell opportunities.
- Colleagues handling customers over the phone could not share a buying Journey together

Challenges in achieving a connected customer experience.

- Disjointed/disparate customer journey across channels
- No online visibility of In-store transactions



SOLUTION

LTIMindtree collaborated with Salesforce in discovery and technical design to help implement an omni-channel solution with the following tenets:

1. Salesforce Commerce: An “All in one stack” scalable commerce platform that:

- Is a single source of truth for product and service data across channels.
- Allows store agents to assist in guided-sales journeys, on behalf of the customer.
- Provides a unified omnipotent basket that can be used across channels
- A rich choice of feature toggles to manage co-existence with incumbent systems to support parallel releases

2. MuleSoft: A one stop shop to integrate various disparate systems.

3. Service Cloud: establish a unique customer identity across sales channels

4. Experience Cloud IDP for Commerce: Salesforce Identity solution integrated with Commerce provides a uniform and scalable cross-geo experience

5. Omni-channel Inventory (OCI): To provide a consolidated/master view of inventory across all channels allowing customers to have a truly connected journey.

6. Salesforce OMS: A cross channel order management system that acts as a master for all order data regardless of channel. It also is considered as a futuristic OMS master system with a potential to replace legacy Order management system



RESULTS

- Unified cross channel customer experience leading to increased Brand Association.
- Single source of truth for Customer, Inventory and Order data.
- Increased transactional and operational efficiencies

Projected Quantitative Results (Topline)

- Projected increase in sales by 40% across channels.
- Projected increase in Online conversion by 35%
- Projected 150% increase in CSA Adoption rate.
- Projected reduction/savings of up to 32% in IT costs

TECH STACK

Commerce Cloud, Service Cloud, OCI, OMS

Case Study

Commercial Collaboration Platform Digitizes Operations for World-class Sugar Producer



World Class Sugar Producer

LTIMindtree implemented The Commercial Transformation Project (CTP) to deliver a reliable and scalable collaboration platform focusing on customer value

CTP has delivered in cost reduction significantly through reduction in logistics costs, reduction in customer complaints and queries, and maintenance costs

Reduction of manual effort by around 5 full-time employees per month



CHALLENGE

- The number of live contracts the customer's teams worked on annually had doubled in comparison to 2010 and contained 50% more SKUs than before.
- Customer agreements and forecasting were managed using bespoke manual spreadsheets, which relied extensively on an individual's know-how. Teams were working with non-fixed pricing models (e.g., rebate and index pricing) and signing multi-year deals using their own estimations. The result was a level of technical and process debt that wasn't sustainable or scalable.
- Internal processes and systems were too rigid (on Oracle JDE) or hadn't been kept up to date/speed, resulting in significant manual work, workarounds, and off-system activities
- Three case management systems (site and product specific) were being used to manage complaints, queries, and requests. This led to an increase in overheads for the customer service team, limited collaboration, and prevented a full understanding of the customer during the purchase and post-purchase cycle.



SOLUTION

- LTIMindtree implemented The Commercial Transformation Project (CTP) to deliver a reliable and scalable collaboration platform that helped deliver best-in-class foundational aspects to client's business and enabled their focus to move from sales volume to customer value
- CTP reimaged processes for the sales and customer service teams via Salesforce Sales Cloud and Service Cloud.
- CTP brought about automation at every stage in the sales and post-purchase cycle: offer, deal, contract, SLA tracking, revenue recovery, feedback, and CSAT
- New sales and customer service dashboards and reports (trainee to executive level) provided key insights on price reporting, revenue leakage, pricing assurance, opportunity analysis, upcoming renewals, forecast, account manager performance, margins, cases by account, aging cases, cases by function, CSAT scores, etc
- Experience Cloud Self-service Portal also provided teams with the most up-to-date customer information, creating transparency, eliminating communication delays, fostering collaboration, and further improving customer service.
- AppExchange solutions from Zenkraft were implemented to improve multi-carrier shipment tracking



RESULTS

- Client could collaborate and better understand their customer's needs, buying patterns, behavior, pain areas, preferences etc., allowing all customer interactions to be data driven and tailored to them and/or their market segment
- Real time view of the account wise financial data like contractual values, blended rates, revenue forecasting etc.
- CTP has delivered in cost reduction significantly through reduction in logistics costs, reduction in customer complaints and queries, and maintenance costs
- CTP has delivered a reduction in people cost (up to 5 full-time employees per month) and drive freed up time from the team towards customer service excellence
- CTP has provided book pricing assurance preventing revenue leakage
- Real time tracking of this shipment through Zenkraft system

TECH STACK

Sales Cloud, Service Cloud, Experience Cloud, MuleSoft, Salesforce Surveys, Zenkraft, and DocuSign

Case Study

Setting up an enterprise Salesforce CoE for a CPG Major



Major Snack company in the world

10+ priority segments created for the customer for Go-Live, followed by multiple new additions

Marketers were empowered to create segments on their own, eliminating the dependence on the IT team. Hence shrinking the campaign creation time

Case Study



CHALLENGE

- Client had invested in setting up the platform CoEs in the past, but it did not meet the desired outcomes.
- They were looking for a consulting partner to educate and guide them to define the building blocks of the Salesforce CoE.
- They wanted to establish an operating model that is non-disruptive and agile yet operates within the guard-rails of the Salesforce best practices and guidelines.



SOLUTION

- LTIMindtree conducted an 8-week immersive engagement key CoE focus areas to –
 - Understand current pain points
 - Share Salesforce implementation best practices
 - Co-Ideate and formulate core CoE constructs
 - Recommend the finalized elements
- Defined the target operating model, governance structure and staffing model
- Defined the Architecture Review and Change Review Process with key roles defined
- A CoE maturity roadmap with milestones and KPIs defined to measure the maturity and success of the CoE



RESULTS

- The target operating model ensured a centralized governance with a distributed market-based delivery team that got an instant buy-in from the concerned stakeholders
- The Salesforce CoE roadmap with short term, mid-term and long-term objectives and success criteria were defined
- Detail activity / task list was shared
- Detail RACI for each area was created

TECH STACK

Salesforce Org Assessment tools

Case Study

Enable business growth through new customer addition and improve customer satisfaction through enhanced service management

Leading manufacturer of Consumer products



One stop solution for customer information and interaction

Service Console for 360- degree view of customer related information and executing the on-boarding/TFF journeys

Case Study



CHALLENGE

- No voice interaction with Consumers and insights to customer information
- Disseminated customer data across systems
- Lack of capabilities to configure data visibility rules
- No single view of customer information and their journeys affecting service effectiveness
- No proactive interaction management system to capture responses and provide offers
- Data security setup not aligned to business expectations



SOLUTION

- Service Console for 360- degree view of customer related information and executing the on-boarding/TFF journeys
- Unique representation to track journey path via case and sub-cases
- CTI integration with Genesys Pure Cloud to capture customer feedback on product usage via Custom Call Scripts
- Sync with Data Warehouse for global data reporting'
- Lead Management with SMS enablement to send Offer Codes/Coupon Codes as an offer for purchase
- Seamless integration between legacy systems via MuleSoft for Data Transformation to register Account & Leads and Coupon redemption



RESULTS

- Enabling business growth by converting leads into consumers
- One stop solution for customer information and interaction
- Dedicated dashboards supervisors and managers to track remote coach performance
- Improvement in Customer Satisfaction, consistent services

TECH STACK

Salesforce Service Cloud, CTI Integrations with Genesys Pure Cloud, MuleSoft

Case Study

Seamless B2B Commerce Implementation



Global Foods Manufacturing Major

Quick launch B2B platform

Superior performance of the application, better personalization and superior user experience

Case Study



CHALLENGE

- Existing B2B Commerce implemented as MVP, did not deliver expected results
- Inconsistent information across Commerce site and backend led to customer dissatisfaction & confusion
- Customers did not see accurate pricing applicable to their regions; no access to price breakup
- No support for cart threshold and special payment terms
- ERP system migration from legacy (Totvs) to SAP mandated changes in integrating systems including salesforce.



SOLUTION

- Enhanced the client's B2B Commerce Cloud solution
- Enabled intuitive UX. Better UI to show accurate information to customers
- Prorated product price incl. discounts & taxes before ERP order simulation.
- Enabled configurable cart threshold value for traditional payment terms
- Created flexible payment terms for pre-defined product/categories
- Streamlined integration with ERP and other backend systems



RESULTS

- Accurate product/pricing information enhanced system trust
- Superior performance of the application, better personalization and superior user experience
- Recognition of high-value customers through pricing discounts driven by history and current purchases
- Integrated, data-driven eCommerce reduced order cancellation rates and additional calls to support teams
- High customer satisfaction

TECH STACK

Salesforce B2B Commerce cloud (Cloud Craze)

Case Study

Salesforce L2 support services for one of the largest tobacco company



A British multinational tobacco company

60% Reduction in tickets in 2 months

Supporting 20+ countries with 5000+ users

8 weeks Transition to support

Case Study



CHALLENGE

- Client was looking for an efficient IT partner to provide a support team for CRM application who has been in the Salesforce support services ecosystem
- There was no formalized process or tools to handle tickets coming through from business users
- High ticket inflow that was continuously increasing which also resulted in ticket backlog
- Need for an experienced team to provide support for various applications implemented on and around Salesforce Platform



SOLUTION

- Restructured operating model to adopt end-to-end ownership of CRM applications
- Reduced incident backlog by 60% as a result of Incident analysis and Increased Process & Team Efficiency
- Increased end user support coordination
- 50% reduction in service request inflow as a result of automation and making business users self dependent



RESULTS

- 5 Customized applications
- 98% SLA compliance in 2017
- > 2 yrs. Of engagement
- 2 shifts to support multiple geographies
- L2 support 24/7 support for P1 issues
- 60% Reduction in tickets in 2 months
- Supporting 20+ countries with 5000+ users
- 8 weeks Transition to support

TECH STACK

Salesforce one, mobile cloud

Case Study

Hyper-personalized experiences and data-driven marketing platform for a global beauty brand



The world leader in beauty

20–30 million data lake transactions per month

Processing 2–3 TB of data per day

Data size of 100+ TB



CHALLENGE

- One-size-fits-all design can't efficiently handle variable load ETLs and data processing reporting jobs
- High run time costs of always-on cluster in data environment
- High turnaround time—high time to insight and cost per insight
- Needed data modernization solution to meet scalability, increase cost benefits
- Executives were not able to search for orders in their customer call center application in Canada.



SOLUTION

- Centralized view of the consumer
- Data-driven marketing where data is ingested into a delta-based data lake both in real-time and batch using CRUD operations
- Consumer and interaction data is curated and organized—available for targeted campaigns, reporting, and analytics
- Established a connection between Commerce Cloud and Service Cloud and now all the order related search results can be seen within the call centre application.



RESULTS

- 20–30 million data lake transactions per month
- Processing 2–3 TB of data per day
- Data size of 100+ TB
- Enablement of Order Search API - Executives can use this order search component to get the information of any order based on the different search field such as Order Number, Account number, Email and Customer Name.

TECH STACK

Salesforce Marketing cloud, Salesforce Service Cloud, LWC and Aura components

Case Study

Salesforce Experience Cloud – Enhancing user experience with a one – stop shop solution

Multinational consumer goods brand



Content can be controlled and managed from Salesforce

One site for users so they can attend Live webinars or watch them on-demand

Learning courses, articles and modules available on one platform

Case Study



CHALLENGE

- Multiple sites being used for learning and Webinars
- Territory Managers need to visit every dental professionals to get an order for sampling as dental professionals do not have an option to place order themselves online.
- User and their data management took a lot of time because of multiple platforms being used
- Site maintenance and changes was cumbersome.
- Unable to track feedbacks provided on learning courses effectively



SOLUTION

- Use SSO to allow users register for webinars from Experience cloud site.
- Content management is done using Salesforce CMS.
- Salesforce Articles are used to create/update courses which are available on the Experience Cloud site.
- Integration with Qualtrics to capture feedbacks and calculate the score for quizzes taken by site users.



RESULTS

- Dental Professionals can place orders from site and track their quota. They no longer need to wait for territory managers thus reducing load on them.
- Site users can register on site and can get personalized recommendations for courses they can opt for.
- One stop solution for dental professional and students to enhance their skills, attend webinars and view products offered by the brand.

TECH STACK

Salesforce Experience Cloud, Salesforce Platform, Salesforce CMS, Qualtrics, Salesforce LWC

Case Study

Effective customer solutions implemented in Telesales for distributors of an American Multinational goods corporation



Multinational consumer goods brand

- 10% reduction in cost to serve – cost incurred by distributor to sell
- 2% increase in Net-of-Sales in channels where Telesales was implemented
- Controlled Azure infra cost by 20% with optimization

Case Study



CHALLENGE

- Customer faced challenge to share files in csv/text format as it affected file upload consistency and effort was more
- Lack of visibility to live inventory update with every order taken
- Distributors had more laborious effort in fetching the number and dialing the same on mobile to contact retailers
- Frequent change in feature design and UI level



SOLUTION

- Created an API based solution for distributors to share the data files
- Built an Inventory API which makes a call to ERP system whenever the order gets submitted and the response for the same request gets displayed for TSR (Telesales Representatives) to confirm the order
- Created a Mobile Calling function – A button to call on TAS (Technology assisted sales), using which the TSR can enter a call with retailer
- The UI and backend features are made configurable to give flexibility for the distributors



RESULTS

- Extended the usage of Telesales product to PG market who wanted to share source data using an API
- Helped the on-ground user (TSR) of TAS to get live updates from ERP on inventory availability and to communicate true picture on product availability to retailer
- The enter call feature helped the distributors to save time on contacting the retailers making the process more smooth
- Majority of the features within TAS are configurable making it easy for distributor to switch between multiple options

TECH STACK

Force.com, Azure Data Factory, Python, Azure SQL, .Net Core

Case Study

Implementation of Order Management for their global operations

American Multi-national beverage corporation

On an average, 30,000 orders were created daily

Customer service improved due to Service Cloud console and intelligent routing of cases



Case Study



CHALLENGE

- Disparate systems and spreadsheets were used by the customer's global operations team which resulted in information silos
- Internal operations team did not have access to 360-degree view of their customers
- Lack of business specific reports, metrics and dashboard resulted in delayed/complex decision making
- Lack of collaboration between teams for order taking
- Constrained data access as there was difficulty in transferring knowledge from one system to other



SOLUTION

- Built a complete 360 degree view of the customer by integrating Salesforce with SAP, CTS, Finance Applications, Third Party Telephony System for the Retail and MEP Order Taking Process
- LTIMindtree automated whole order taking process including channels for telephony, email for different type of customers, complex discount/schemes, support process for internal employees related queries
- Enabled intelligent routing of cases to customer service reps
- Reports and dashboards were defined and set to measure Business KPIs, SLAs and OLAs for all the functional areas



RESULTS

- Improved customer service due to Service Cloud console and intelligent routing of cases
- Consolidation of account information and confidentiality of data across divisions
- National Heads were able to monitor SLAs/OLAs and KPIs easily from reports in real-time for orders, delivery, appointments and queries
- Intelligent Routing of cases to Agents ensured optimized use of resources

TECH STACK

Salesforce Service Cloud, Salesforce Community Cloud, Integration with SAP, CTS, Finance applications

Case Study

Driving Competitive edge by transforming dealer experience



Top pet-food company in the world

Leveraged Salesforce Community Cloud to create a branded Business Builder customer community for customer dealers

Effectively reduced cost, through self-service options in the community cloud

Increased revenue through new customer acquisition and increased dealer retention

Case Study



CHALLENGE

- Customer relies heavily on their dealer partners to help them sell their animal feed products across 50 countries. They provide their dealers with the business builder program, which provides the tools, including marketing and sales support, to help them sell more product and better run their business.
- The business builder program was previously being run through their Business Link customer portal a tool that was unbranded, not easily accessible, hard to navigate, contained aging content, and provided an inconsistent, impersonal user experience
- The dealers had to go into multiple different systems to perform daily tasks, including ordering more product, or submitting a reimbursement
- In order to create a better customer experience and to allow dealers to efficiently carry out their business activities, customer partnered with LTIMindtree to move their portal to the Salesforce platform.



SOLUTION

- LTIMindtree leveraged Salesforce Community Cloud to create a branded Business Builder customer community for the dealers. Available on mobile, the community allows dealers to access it when and where is most convenient
- Built the functionality for dealers to use the community to browse and order products, plan promotions, submit reimbursements, and check reimbursement statuses. It also links out to other systems that are important to the dealer such as AdBuilder, MyLinks, Brand Signage etc
- Built a security structure to allow different levels of community user access and redesigned current content management system for better organization and display of community content.
- Marketing can meaningfully engage dealers with emails regarding order status, an abandoned cart, or supplemental product campaigns. Dealers have access to all important information in one location
- Sales Cloud is linked to the community to provide the sales team the ability to collaborate with the dealer on their business builder plan and see specific sales and dealer reports.



RESULTS

- Improved dealer satisfaction by providing them with a one-stop shop experience that makes it easy to do business.
- On-boarding new dealers and engaging current ones has become seamless
- Reduced the number of customer service representatives' interactions, effectively reducing cost, through self-service options in the community
- The enhanced community UI has made it easier for dealers to find content—decreasing the number of calls and cases logged due to navigational issues
- Increased revenue through new customer acquisition and increased dealer retention.
- Made it easier for dealers to do business by reducing friction in their experience and providing them with the convenient digital capabilities they now expect.
- The dealer community has enhanced the Business Builder program and given the customer a leg-up on the competition.

TECH STACK

Sales Cloud, Commerce Cloud, Experience Cloud, Lightning experience

Why LTIMindtree Salesforce Practice?



Summit Salesforce partner
with 20+ years
of Technology Expertise Top 5
MuleSoft partner



Systematic Innovation
through Digital Pumpkin &
Salesforce Garage



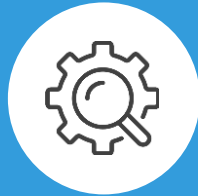
Three-time Salesforce
Partner Innovation
award winner



Proven experience in the
industry across
the ecosystem



Innovation Lab enables
continuous upskilling of
talent on the Salesforce
Platform



Salesforce and Integration Test
Automation framework



Proven IPs and Accelerators
for DevOps to ensure faster
time
to market



Anchor Partner of
choice for digital
transformation

To Sum it all up, LTIMindtree offers...

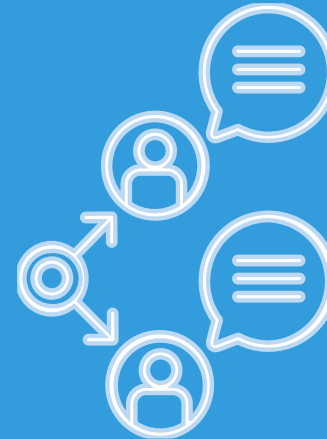
Unrivalled Digital Expertise in your sector



Services structured around your ideal technology ecosystem



A Proactive Collaborative, congenial team



Ability to scale without loss of quality or efficiency





Let's get to the
future, faster.
Together.

