

Salesforce

Success Stories

Banking, Financial Services and Insurance
Industries



Key Success Stories

Largest Credit Union
in the US

Tech : **Financial Service Cloud(FSC), Marketing Cloud(MC), MuleSoft, CRM Analytics**

- Launched unified CRM platform – based primarily on Financial Services Cloud and Marketing cloud
- Tracked over 164K activities, 60K opportunities and 32K leads in the initial 3 months after going live
- Automated 6000+ monthly manual loan status emails saving close to 250hrs/month
- High User adoption of Salesforce by business users

Leading provider of
critical decision
support tools and
services for the
global investment
community

Tech : **Salesforce Sales Cloud**

- Salesforce Redesign Analysis for a leading North American Investment major
- Remodelled deal process and UX; Streamlined agreement lifecycle, collaboration and approval process, amendments & renewals.
- Improved deal cycle time, faster product rollout and increased customer satisfaction

American
multinational
financial technology
company

Tech : **B2C Commerce Cloud, Link Cartridge, Node.js, Rest API, Java script**

- Large Scale Payments Integration for US Based Large Financial Service Company
- Implemented a new LINK cartridge to support integration of payments gateways with Salesforce B2C commerce
- Speedy delivery saving time and reduced cost as one single LINK cartridge is capable of integrating 20+ payment types.
- Secure, scalable, robust and cyber-resilient organization

Reinsurance
company providing
global risk and
reinsurance
solutions

Tech : **Marketing Cloud, Analytics, Sales cloud, Experience cloud**

- Multi-cloud implementation for an American reinsurance broking firm
- Implemented Pardot based solution for lead capturing & scoring
- Steelbrick CPQ for faster and streamlined pricing and quoting
- Simplified and faster execution of marketing campaigns
- Better segmentation of targeted customers

Leading corporate
with financial
information and
analytics as the
primary areas of
business

Tech : **Salesforce Service Cloud, Sales Cloud, Force.com**

- Omni-Channel Customer Experience for a leading financial information & analytics firm
- Automated case creation & email notification process; created dynamic email templates
- Saved 30% of agent's time in analyzing cases
- Designed end to end MQL system

One of the largest
Insurance major in
the US dealing in
Insurance and
reinsurance services

Tech : **Sales Cloud, Service Cloud, CPQ, Partner Community**

- Accelerated Customer Preference Center rollout using Salesforce Marketing Cloud
- Implemented automations by using tools like Journey Builder, Process Builder and Flows
- Reduced the unsubscribed rate by over 30%
- ~3000 user base handled from issue and resolution perspective

Case Study

Transforming Digital and IT capabilities to galvanize member growth, experience and satisfaction



Largest Credit union in the US

Tracked over 164K activities, 60K opportunities and 32K leads in the initial 3 months after going live with the CRM solution

Consumer lending optimization have helped to enable Q1-22' production exceeding our previous Q1 high water mark by 26% and Q2-22' exceeding by 30% over previous high

45% increase in Salesforce activities in Q1 2022 compared to 2021;16% increase in Opportunities created in Q1 2022 compared to 2021

Case Study



CHALLENGE

- Product and member details spread across multiple siloed applications resulting in the lack of a holistic view.
- Appointments & interactions in siloed systems, with no connection to Member 360 view.
- No performance tracking or rollup of KPIs related to Leads, Opportunity conversation, Activities and Products.
- Fraud, BSA, Complaint management systems did not meet regulatory requirements, relied on siloed and outdated applications
- No trust in Sender profile IP reputation data
- Lack of automated lending communications to borrowers.
- Slower pace of implementation & adoption of new digital features and capabilities



SOLUTION

- Launched unified CRM platform – based primarily on Financial Services Cloud and Marketing cloud - that impacted the day-to-day functions of 700 associates and advisors. The platform was integrated with data from multiple applications.
- Seamless appointment banking integration leveraging Coconut scheduling & integration with lead generation in Salesforce
- Enable advanced analytics, intuitive dashboards for leads, opportunities, activities assigned to each user, products and future forecast.
- Implemented Fraud, Compliant and BSA Case management with elevated level of compliance to meet strict regulatory & organization standards.
- Better offline / online integration through a custom Branch Management component
- Structured onboarding of marketing platform through hand-off to the new system & planned IP Warming
- Streamlined & automated lending decision journey with feedback from loan application processing information in multiple systems



RESULTS

- Enhanced service and cross sell capabilities resulting from the Customer 360-degree view.
- Client awarded by CELENT under “Model Bank” category for digital IT adoption and transformation,
- Enabled first ever employee incentivization program leveraging Salesforce FSC and CRM Analytics including integrated issue tracking to provide timely support
- Automated 6000+ monthly manual loan status emails saving close to 250hrs/month of financial representatives.
- Superior member engagement via Marketing cloud Email Journey Campaigns, Personalization and Segmentation
- High user adoption of Salesforce by business users – ~100% usage of features. < 2% usage issues reported across initial and subsequent releases

TECH STACK

Financial Service Cloud(FSC), Marketing Cloud(MC), MuleSoft (DNA, AVOKA, VLocity), CRM Analytics

Case Study

Salesforce Redesign Analysis for a leading North American Investment major

leading provider of critical decision support tools and services for the global investment community

- Improved Deal Cycle Time
- Faster Product Roll Out
- Superior Customer Experience



Case Study



CHALLENGE

- Review deals and opportunity related processes executed within Salesforce and identify the gaps or areas of improvements.
- Understand the functionalities related to how different orders are processed- Finance, Client entitlement, Sales incentive, etc.
- Review global/local processes executed within Salesforce and usage trends, identify similarities and differences and recommend any org level changes to manage global business more effectively.
- Assess application usability, ease of navigation, number of screens/clicks, etc.
- Review existing workflows, validation rules, process automation, fields, page layouts, etc. related to deals and order management process and identify potential areas needing clean-up and consolidation.
- Review custom code/triggers, identify technical debt, and recommend code consolidation, test coverage and other best practices as applicable.
- Audit report on Security Settings and access control; identify redundant roles and profiles, and recommending best practices for simplification and scalability



SOLUTION

- **Deal Process & User Experience Remodeling:** Standardized deal management process, Elimination of BU related dependencies, Screen Rationalization & Guided Navigation
- **Simplified Solution Design:** Rationalized Product Catalogue, Pricing calculation Automation, Improved Proposal Management
- **Streamlined Agreement Lifecycle:** Simplified contract structure – MSA and Order Form, Agreement details & clause auto population, Agreement template recommendation
- **Streamlined Collaboration & Approval:** Pre Approved Discount, Rationalized Discount & Approval Process, Document Co-Authoring Capability
- **Automated Permission Process:** Internal permissions automation, Automated email notification for vendor driven permissions
- **Streamlined Amendments & Renewals:** Optimized Agreement amendment & renewal process, Auto pricing proration, Documentation reduction
- **Data Quality Improvement:** Data Governance Strategy to improve data quality, Elimination of Duplicate Records, Data Stewardship & Ownership Initiative
- **Client 360' and Analytics:** One place information availability: Relationship History, Business Details, Products, Competitors, Advance analytics focusing on historical trends & next best action



RESULTS

- Improved Deal Cycle Time: Quick opportunity creation, Fewer Opportunities to Manage, Improved Self Sufficiency
- Faster Product Roll Out: Ease of Product Selection, Faster Proposal Creation & Dispatch, Manual Effort Reduction in Agreement Generation, Accurate Agreement Dispatch, Elimination of Manual Review Process
- Superior Customer Experience: Improved visibility of approval items

TECH STACK

Salesforce Sales Cloud

Case Study

Large Scale Payments Integration for US Based Large Financial Service Company



American multinational financial technology company

Speedy delivery saving time and reduced cost as one single LINK cartridge is capable of integrating 20+ payment types.

Secure, scalable, robust and cyber-resilient organization

Case Study



CHALLENGE

- Existing version SFCC cartridge unable to support integration of more than 4-5 payment types in one single cartridge.
- Existing version of LINK cartridge was not certified by salesforce.
- Configuration of payment types using existing cartridge was a major challenge as it involves huge development effort every time a new payment method is introduced.
- To provide merchant an easy payment integration option
- Need of PCI DSS compliant product
- To allow merchant to adhere to best industry practices.
- To enhance security for the card-based transactions by applying 3D secure and Strong Customer Authentication protocols



SOLUTION

- Implemented a new LINK cartridge to support integration of payments gateways with Salesforce B2C commerce
- Additional local payment methods are made available via LINK cartridge
- Link cartridge compatible with SFRA & Site-Genesis storefront.
- Added 3D secure verification for cards.
- Implementation of APIs for Tokenization and Authorization for transaction calls.
- UI/UX customizations specific to checkout & payment section aligned with out of the box storefront (SFRA/Site-genesis) and can be customized by client with minimal effort.
- SFCC Link cartridge certification and integration



RESULTS

- Speedy delivery saving time and reduced cost as one single LINK cartridge capable to integrate 20+ payment types.
- Integrated Cyber security approach as a built-in approach for all the changes/new initiatives
- One time change in Store front for Payment & checkout
- Faster turn around time as minimal efforts are involved in introducing new payment type
- Non-complex configuration methods help reduce significant dev cost
- Unified payment and return process common for all payment types
- Secure, scalable, robust and cyber-resilient organization
- Improved security posture resulting to regain Customer trust and brand reputation
- Mature cybersecurity capabilities and security-focused transactions

TECH STACK

B2C Commerce Cloud, Link Cartridge, Node.js, Rest API, Java script



Case Study

Multi-cloud implementation for an American reinsurance broking firm with expertise in strategic advisory services and industry-leading analytics

Reinsurance company providing global risk and reinsurance solutions

- Better segmentation of targeted customers
- Simplified and faster execution of marketing campaigns
- Faster and streamlined pricing and quoting

Case Study



CHALLENGE

- The objective was to provide a solution to simplify marketing campaigns, standardize business process and increase ROI
- Upgrade customized Sales Cloud org to Lightning Experience
- Streamline Sales process and improve quote turn around time
- Analyse opportunities and manage the sales forecast and pipeline
- Create dynamic and interactive surveys to gauge feedback
- Integrated Learning Management system for seamless experience



SOLUTION

- Implemented Pardot based solution for lead capturing, scoring, and filtering based on the time spent on each product on the customer's website
- Multiple Lightning page creation (for Accounts, Opportunity, Case & Visit reports) with enhanced user experience
- Implemented Steelbrick CPQ for faster and streamlined pricing and quoting
- Used AppExchange tools like - Miller Heiman (to improve forecast accuracy and funnel management), Kindle (for LMS), Custom Gauge (for interactive surveys), Case flags (for SLA management)



RESULTS

- Simplified and faster execution of marketing campaigns with tracking of customers interaction with content
- Better segmentation of targeted customers based on pre-defined criteria leading to more personalized content
- Facilitated by drag and drop features, building customized pages and responsive apps is much easier

TECH STACK

Sales Cloud, Service Cloud, Pardot, Experience Cloud

Case Study

Implementing Omni-Channel Customer Experience for a leading financial information & analytics firm



A leading corporate with financial information and analytics as the primary areas of business

Saved 30% of agent's time in analyzing cases

Designed end to end MQL system

Automated case creation and email notification process, created dynamic email templates

Case Study



CHALLENGE

- Customer has leveraged the capability of vanilla offline/online Chat functionality for Plats.
- But business want to customize it further to include for PDP (Platts Division Websites)
- Business want to customize existing chatbot to include more customized fields to enhance the user experience and to improve the accuracy of case record.
- Business wants to customize existing email to case functionality to include more customized notifications for specific cases to enhance the user experience and to improve the accuracy of case record



SOLUTION

- With every chat interaction (online/offline) SF creates a case with Origin mentioned in the SF provided SnapIns, also case would get associated to a contact
- Existing visual force pages to be modified to add new search capabilities like
- Take the inputs from chat window and search for existing contact
- If contact exists , create a case and assign this contact
- If no contact found, create a contact and case. Assign contact to the case
- Using SF provided embedded services to use live agent capability
- Leveraged existing email to case functionality to automate case creation process, created dynamic email templates, configured process builders and certain workflow rules to automate the email notification process to send out emails during case creation to closure



RESULTS

- With new PDP chat feature, now all the cases created with pre-chat/online/offline for plats will have Origin set to Live Chat-PDP.
- This helped in designing the end-to-end MQL system
- Salesforce chat for Client Services cases enabled. Now client service managers can see case routed to different queues upon creation of a case through chats
- This has saved 30% agent time which agents used to spend on analyzing the cases
- With new email-to-case functionality, particularly for strategic fulfillment queue, all the cases will be routed to dedicated queue and will be picked up by reps to work on it

TECH STACK

Salesforce, Service Cloud, Sales Cloud, Force.com Customizations, CX Exchange, ADO, Copado, Visualforce

Case Study

Accelerated Customer Preference Center rollout using Salesforce Marketing Cloud



One of the largest Insurance major in the US dealing in Insurance and reinsurance services

Migrated their current email marketing into Salesforce Marketing Cloud

Reduced the unsubscribed rate by over 30%

~3000 user base handled from issue and resolution perspective

Case Study



CHALLENGE

- Client's Email Marketing process was manually done by the agents which was very time consuming and monotonous
- Agents had to send over 1000 mails everyday manually using excel exports which was both time consuming and also prone for errors
- Customer's Preferred/Related email rate was less



SOLUTION

- Implemented the Customer Preference center. Through this functionality, the subscriber will be able to set/update their preferences of emails
- Migrated their current email marketing into Salesforce Marketing Cloud
- Enabled Sales cloud to be the entry source of data for marketing cloud by integrating Sales cloud and Marketing cloud.
- Implemented automations by using tools like Journey Builder in Marketing cloud and Process Builder/Flow in Sales cloud.
- Implemented validation rules & Apex triggers



RESULTS

- Ensured that customers received only preferred/related emails
- Efficiency gains with personalized campaigns
- Reduced the unsubscribed rate by over 30% with more customers opting to their preferences on the content they receive
- Fully automated processes for email marketing. No human interference enabling low or no risk of error
- ~3000 user base handled from issue and resolution perspective

TECH STACK

Marketing Cloud/Sales Cloud/.NET Integration

Case Study

Digital Journey for a Top U.S. Financial Group



Fortune 250 American holding company

The system won accolades by the client and Salesforce

Increased adoption by 50% just 1 week after launching

Successfully delivering 20+ WIs per month

Case Study



CHALLENGE

- This large financial services company needed a partner to provide a holistic solution for their wholesaler base, and Salesforce provided the solution to do just this
- Wholesalers needing multiple systems to log in
- Low quality data
- No support for mobility
- No recommendations of next steps all leading to low adoption



SOLUTION

- Employed rigorous design thinking principles in an Agile manner to rapidly rollout a solution
- Developed 20+ lightning components in 3 months
- Multiple reusable components
- Created an enhanced interactive user interface
- Mobile support
- Provided a holistic solution for wholesaler base
- Gave the ability to act on insights and integrations from external systems



RESULTS

- The Wholesaler community increased adoption by 50% just 1 week after launching
- The system won accolades by the client and Salesforce

TECH STACK

Salesforce, Force.com, Lightning Experience, Sales Cloud, Aura Components, SF1

Case Study



CHALLENGE

- This large financial services company was looking for AMS partner to enhance their existing functionality and reduce the turn around time of responding and working on the user issues.
- They wanted More flexibility in providing support towards new applications and features released by Salesforce



SOLUTION

- LTIMindtree set up a Managed Services model to help consolidate and transform service delivery for Salesforce CRM Production support across Wholesale & Distribution function
- Transition to Managed Services / Fixed maintenance & Support model was done in 3 phases using Mindtree's Global Transition Framework
- Mindtree team worked on 55+ issues and work items during transition Phase. All 3 transition milestones were completed as per schedule and signed off from customer



RESULTS

- Significantly reduced the backlog Work items
- Successfully delivering 20+ WIs per month
- 20+ RCA and Impact Analysis Doc created

TECH STACK

Salesforce Sales Cloud, Service Cloud, Force.com, Lightning Component

Why LTIMindtree Salesforce Practice?



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



Systematic Innovation
through Digital Pumpkin &
Salesforce Garage



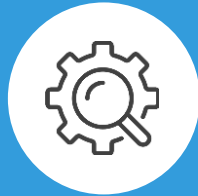
Three-time Salesforce
Partner Innovation
award winner



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



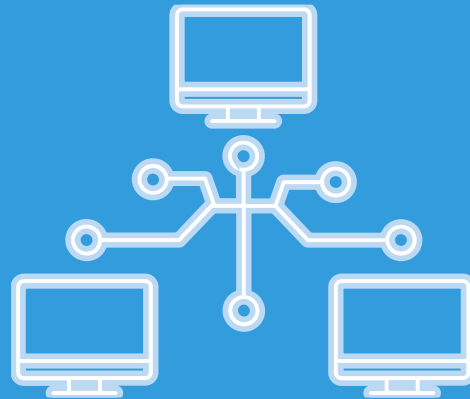
Anchor Partner of
choice for digital
transformation

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.

