Salesforce

Success Stories
Travel, Tourism & Hospitality Industries

Key Success Stories

North American Business of a Global Vacation Timeshare Company

Tech : Salesforce Sales cloud, Heroku Postgres, Informatica IDMC, MuleSoft, CXOne/Nice InContact
- Implemented an integrated next generation lead and opportunity management solution
- Enhanced Guest Experience leveraging best in class business process and integrated system landscape
- Single consolidated guest view for smarter decision making
- Application consolidation and modernization of 25+ year old system

A global provider of real estate and relocation services

Tech : Lightning, Sales Cloud, Platform, Mulesoft
- Agent & Broker Enablement Platform
- 30% Lead Conversion Improvement
- 6+ Personalized Brand Experiences from a single app
- 15+ systems integrated, one single system to identify high quality leads & nurture leads
- Automated tasks & reminders enabled timely updates to Agents

Large multinational technology company providing IT and telecommunication services to the air transport industry

Tech : Sales Cloud, Experience Cloud, CPQ
- Digital transformation solution with Salesforce – Contracts, Portal and Quotation
- Migrate functionality and contracts from legacy applications
- Increased user base by 10 times using the new solution
- Increased efficiency and productivity of Sales and Operations teams through automated tasks, timely reminders standardization of processes

Multi-business travel tech company with global presence

Tech : Salesforce Platform, Service Cloud, Experience Cloud
- Introduced complete revamp of sales & service processes on Salesforce platform with support for multiple departments/ independent business units
- Better efficiencies in service with complete Partner Lead Creation view
- Partner Managers can now have a wider 360-degree view for their business
- Lead Conversion Process is optimized and no redundant steps

Major train operating company in England

Tech : Salesforce CDP, Marketing Cloud
- CDP Implementation for a publicly owned train operating company in England
- 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

American Car rental agency

Tech : Sales Cloud, Service Cloud, Lightning, Copado
- Manage the customer's sales cycles and onboard new customers on to the platform so that they can start renting cars
- Created queues for agents so that they can access their cases in one place
- Copado deployment tools to resolve conflicts before going to production
- Increased page speed, faster web experience
- MFA adds an extra layer of protection against virus attacks

Case Study

Implementation of an integrated next generation lead and opportunity management solution

North American Business of a Global Vacation Timeshare Company

Enhanced Guest Experience leveraging best in class business process and integrated system landscape

Single consolidated guest view for smarter decision making

Improved scalability and agility for change

LTIMindtree

CHALLENGE

- **System Challenge** - Use of disparate legacy systems by marketing teams to manage preview package marketing and booking processes across various brands. *[Campaign Management, Lead Management, Preview Package Sales & Opportunity management]*

- **Process Challenge** - Inefficiencies in the lead /campaign management process leading to increased time and decreased productivity

- **People Challenge** - Need for manual interventions and data inputs across the lifecycle leading to usage complexity and supervisor inputs

- **Operational Challenge** - Lack of a unified integrated view of the guest details with interaction history and marketing activities leading to redundancy of marketing efforts

SOLUTION

- Unified Marketing & Sales Operations across brands by establishing best in class harmonized process for marketing and lead management by the marketing call center team

- Integrated SF with CTI System to provide a seamless inbound and outbound call management process with automated routings, skill-based assignments and intuitive popups

- Integrated various source systems (Web, Merkel, Siebel marketing) using IDMC to establish a single view of leads and campaigns while eliminating duplicates

- Created a centralized Data Quality rules repository for enhanced data quality

- Enabled new state of the art UX leading to an elevated experience for the users

RESULTS

- **User Empowerment** - Enhanced integrated agent experience improving productivity of Call Center operations while facilitating insights driven guest experience

- **Single Source of Truth** - Improved data visibility across teams owing to enablement of a single consolidated guest view with all transactional / interaction history

- **Guest satisfaction**- Improved Guest Experience resulting in increased satisfaction, brand recall and potential referrals.

- **System Modernization** -Application consolidation and modernization of 25+ year old system(s) resulting in improved scalability and agility for change

- **Transparency** - Improved insights for senior management resulting from better visibility into cross brand data

TECH STACK   Salesforce Sales cloud, Heroku Postgres, Informatica IDMC, MuleSoft, CXOne/Nice InContact

Transformation of Sales & Service Processes for Information Services & Software Solution Company

Multi-business company with global presence.

Introduced complete revamp of sales & service processes on Salesforce platform with support for multiple departments/ independent business units.

Partner Managers can now have a wider 360-degree view for their business

Achieved CSAT score of 7/7 for streamlining the proposed processes

LTIMindtree

CHALLENGE

- Current partner onboarding process via the 'Become a partner 'form is time consuming and has duplicated fields
- Opportunity workflow has stages which are not required and need to be removed
- Manual interventions are required in the 'Due Diligence' process and needs to be minimized
- Redundant Field Usage and more Long Text Area fields used.
- Each sub-business unit was managed their own partners independently
- Unable to create the case diligently in APN Marketplace
- PRM application was not integrated with DowJones which was the need for fetching the risk levels
- PRM data is not synced with Master data Management.
- Lead conversion process was not optimized

SOLUTION

- Optimization of code blocks up to 40% through field optimizations and OOB features which envisioned a solution for and provided flexibility & agility to BAP process
- Become a Partner process is now less time consuming, partner gets an enhanced UI experience & decreased form abandonment
- Existing Aura Components have been optimized and custom-metadata features have been leveraged. System is fine tuned.
- Experience cloud features have been leveraged and enhanced for Cases and Partner Marketplace requests.
- Partner Integration (New Object) has been added and integrated
- Integrated PRM with DJ , added new fields in PRM based on third party questionnaire
- Integration has been done between PRM and MDM via Dell Boomi having inbound and outbound Batch Jobs
- Introduced few new Business domains in the lead conversion process

RESULTS

- Partner Managers can now have a wider 360-degree view for their business.
- Better efficiencies in service with complete Partner Lead Creation view and opportunity workflow has been optimized.
- Partner Managers can get quick updates and notifications which was not configured earlier.
- Reporting and analytics gets better for opportunity and lead tracking.
- Case workflow and processes are working as expected in APN Marketplace
- Risk Levels and Risk status are clearly accessible in PRM for accounts and Opportunity objects
- Data is totally synced and updated now
- Lead Conversion Process is now Optimized and no redundant steps now
- Achieved CSAT score of 7/7 for streamlining the proposed processes

TECH STACK

Salesforce Platform, Service Cloud, Experience Cloud, Boomi (Middleware) & MDM

Case Study

Agent & Broker Enablement Platform

A global provider of real estate and relocation services

30% Lead Conversion Improvement

15+ Lead Sources integrated in a single platform

6+ Personalized Brand Experiences from a single app

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Case Study

CHALLENGE

- Client has to legacy systems for Lead management and distribution.

- Tighter timelines for POC to evaluate tools on UI/UX/Mobile

- Multiple, siloed Lead mgt. applications

- Current system doesn't provide tools for collaboration between agent and lead manager

- Low process maturity & metrics-driven management.

- Inability to release new features frequently

- Aggressive plan to evaluate possibilities /tools on UI/UX/Mobile & decide roadmap

SOLUTION

- Enabled a mobile app on Salesforce platform. Intuitive UI using aura & LWC; managed through mobile publisher

- Integrating with Legacy system using Mulesoft and multiple Lead management tools in a single source system using Salesforce

- Powerful automation of task generation, notifications and reminders to guide agents towards successful conversion

- Automated metric tracking & deep integration w/ JIRA

- High quality application enabled through continuous code review & continuous improvements. Automated quality gates through CI/CD

- SSO implementation to allow users login using OKTA

RESULTS

- 15+ systems integrated, one single system to identify high quality leads & nurture leads

- Agents able to reach right customers faster & serve them better. 30% incr. in conversion. Improved customer satisfaction

- Automated tasks & reminders enabled timely updates to Agents

- Faster time to market & flexible – Released the application in 100 days; Enabled six branded apps. Quicker releases

- Improved application performance with an average response time of 2.3secs

- Executed multiple automation test cases to maintain efficiency of tool

TECH STACK Lightning, Sales Cloud, Platform, Mulesoft

Case Study

Implementing TCRM and enabling the power of customer intel by creating insightful dashboards

A global leader in real estate franchising and provider of real estate brokerage and relocation

Insightful Dashboards by factoring data from various sources

Enabling Leaders to take quick decisions based on data related to sales and marketing streams

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Case Study

CHALLENGE

- Standard Salesforce CRM reports & Dashboards was unable to leverage customer intel from various data sources and create a meaningful insights for the leadership team.

- Lack of process to identify and validate the leak in the sales and marketing funnel

- Due to Lack of defined data driven KPI's /metrics to analyze the performance at an account level

SOLUTION

- With CRM Analytics we were able to create an integrated ecosystem, by bringing in data from 6 different data objects and create insightful dashboards that helped stakeholders to analyze and take informed decision based on data

- Using CRM Analytics' Recipe feature and unlimited access to data transformation, LTIMindtree's team prepared charts and dashboard that captures exposes funnel leaks and opportunities.

- LTIMindtree' Team was successful in creating a dashboard powered with various insights. It helped the customer with an E2E view of Sales pipeline flow analysis, deals closed, and various sales activities undertaken for an account

RESULTS

- Holistic view of customer data lead to significant improvement in data driven decisions.

- Timely identification of funnel leaks, helped customer to design plans to minimize the leakage and increase the conversion. The solution also helped customer with data driven evidences related to average Days in Each Stage for the opportunities.

- Tracking the minute data points at an account level and then triangulating with sales activity etc., helped the customer team to plan the way forward, efficiently.

TECH STACK   CRM Analytics

Case Study

CDP Implementation for a publicly owned train operating company in England

Major train operating company in England

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

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Case Study

CHALLENGE

- Receives customer data (PII and Transactions) from multiple partners and third-party vendors. There didn't exist any mechanism to streamline all customer related data and make it actionable for marketers.

- The consent provided by customers from different systems could not be unified. Hence there was little control over sending out marketing communication to unintended customers. This made them susceptible to GDPR violations.

SOLUTION

- The data flowing in from multiple sources were mapped and moved to the Salesforce CRM (PII data) and SFMC (transactions data)

- The data required for marketing was identified, cleansed and ingested from all relevant sources to CDP

- The data harmonization was achieved through DMO mapping such that the data structure in CDP was source agnostic and hence scalable

- In conjunction with the business team and with data availability, most viable identity resolution was finalized

- Priority segments were identified and created on the Unified Profiles to create appropriate audiences for marketing communications

RESULTS

- A coherent list of over a million unique customers was created. Implemented a Unified Customer View - Customer is now integrated with multiple ticket providers (Trainline, Goldstar) and service providers (Icomera).

- The marketing preference of customers was consolidated, creating the marketable customer base for the company

- Priority segments were created, and the marketing team was trained to build segments on their own

- Innovative solution to integrate CDP solution with Salesforce CRM keeps the customer, GDPR compliant

- All the profile data, interactions data and transactions data were made actionable for marketing with high degree of accuracy and reliability

TECH STACK   Salesforce CDP, Salesforce Marketing Cloud, Salesforce CRM

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Digital transformation solution with Salesforce – Contracts, Portal and Quotation

Large multinational technology company providing IT and telecommunication services to the air transport industry.

Increased user base by 10 times using the new solution

Migrate functionality and contracts from legacy applications.

Scalable solution implemented in quick timeframe.

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Case Study

CHALLENGE

- Legacy systems were used for contract management – Out of support
- Needed to enhance the current contract management process
- Customer portal needed a refresh and improved customer experience
- Need to migrate to cloud to end managing multiple servers in data center.
- Drive simple and low value purchases online
- Migrate existing Customer Portal Data to Salesforce
- Bring visibility and consistency to the E2E process
- Improve Sales efficiency & Win Rate
- Improve Customer Experience

SOLUTION

- Huge Contact Data(67K contracts in Siebel and 80K physical contracts to be migrated)
- Integration with various Inhouse systems and Cloud Services
- Superior user experience through Salesforce Lightning experience
- Next Gen Customer Portal on Salesforce Community Platform
- Seamless Business process via SSO Integration – ServiceNow and SAP Business Reporting
- Enhanced User Experience with Salesforce Lightning
- Desktop/ Mobile/Tablet friendly UI
- Configure, Price, Quote & guided selling
- Quote and Contract assembly using template
- Automated Product Configuration using Salesforce Data Loader

RESULTS

- Harmonized contract management process and data entry for contract creation, contract management etc.
- Increased efficiency and productivity of Sales and Operations teams through automated tasks, timely reminders standardization of processes
- Integrated source of information for Airport Solutions, Billing/Invoicing
- Case Management - Track and Manage Service Requests
- Online Store – View Products Catalogue, Buy products and Track Order Status
- Improved Customer Retention and Internal Stake holder collaboration
- Quicker Quotation and commercial inventory
- Commercial Order Generation in Salesforce
- Smartbill Interface for Billing
- Reporting Capabilities

TECH STACK

Sale Cloud, Community Cloud, Salesforce CPQ

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Why LTIMindtree Salesforce Practice?

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

Systematic Innovation through **Digital Pumpkin & Salesforce Garage**
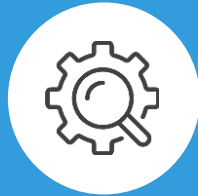
Three-time **Salesforce Partner Innovation** award winner

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

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