

Salesforce

Success Stories

Media & Entertainment Industries



Key Success Stories



Tech : Platform, Service Cloud, Experience Cloud, Sales Cloud

- An enterprise platform that supports unique methods and processes for managing courses, students and overall business operations
- 75% improvement in Rollout time for new courses
- Live decisioning made 50% faster
- 99.99% uptime with improved application stability & availability



Tech : Salesforce Experience Cloud

- Provided a customizable and mobile friendly collaborative platform for various stakeholders
- 50% reduction in Sales cycle time; 50% increase in user adoption
- Automated workflows and configurable system reducing dependency on helpdesk/ support team
- Streamlined processes resulting in consistent services and improvement in customer satisfaction



Tech : Salesforce Sales Cloud

- Efficient opportunity management with dynamic filtering and 360-degree view of systems
- Optimized assignment of Sales reps thereby increasing sales productivity
- Efficient monitoring and tracking via advanced reports and dashboards
- Significant reduction of dependency on IT support teams



Tech : Platform, Sales Cloud, Salesforce CPQ, Experience, Service

- Introduced a brand-new customer portal that streamlined self service for customers & representatives
- Average response time of agents decreased by 5% in the first two quarters
- Implemented Salesforce CPQ to provide advanced product configuration, pricing, bundling capabilities
- Increased revenue by 10%+, CSAT scores by 15%



Tech : Sales Cloud, Marketing Cloud

- Migrated legacy CRM to Salesforce and streamlined Sales & Marketing processes
- Increased productivity and reduced selling time via simplified processes
- 360-degree view allowing sales management to track all account related data from a single screen
- Advance Reports & Dashboards for accurate tracking and forecasting needs



Tech : Salesforce LWC, Lightning, Apex,

- Revamped the release management to transform employee experience
- Enabled ease of handling end to end activities leading to a release of titles (movie/web series etc.) by migrating the legacy SKUID system to Salesforce
- \$2M Cost Saving
- 50% increase in user adoption
- 3x improvement in performance of the migrated system

Case Study

Enterprise platform for Online Business School - Improved Insights Into Pipeline and Enhanced Review Mechanism

An Ivy League Graduate Business School

An enterprise platform that supports unique methods and processes for managing courses, students and overall business operations, tracks all constituent relationships, from prospects and students to alumni, creating 360-degree views

Consolidated database of applicants for future marketing purpose

75% improvement in Rollout time for new courses



Case Study



CHALLENGE

- Legacy highly tailored custom-built application for specific use case – low flexibility and hard to extend
- Each department adapts its own set of tools, and hence many disjoint systems are created over time.
- School's main community platform was limited to event hosting with no networking capabilities
- Manual and longer student onboarding time
- Application stability issues, frequent downtime
- Lack of process/standards complicate aggregation



SOLUTION

- Integrated single Salesforce-based solution (Platform, Service, experience Cloud, FinancialForce) with balanced config /customization, focused on value & user experience.
- 360-degree view of the student - consolidating information from multiple systems across the enterprise
- Automated admission decisions, workflows and approval processes to fast track the onboarding processes.
- Ability to manage events, local chapters, blogs, curated contents by community managers as well as authorized community members
- Gamification features to boost community engagement
- Multitenant, scalable and modern system of engagement for collaboration, constituent relationships and efficient business process automation.



RESULTS

- Harmonized the student lifecycle management process across programs & geographies
- Business process automation powered by rich data repository and platform capabilities
- 75% improvement in Rollout time for new courses; support for multiple simultaneous cohorts for faster signups and enrolments.
- Live decisioning made 50% faster.
- 99.99% uptime with improved application stability & availability.
- Better visibility into business metrics using intuitive reporting capabilities
- Increased student engagement supported by networking capabilities and boosted by gamification features

TECH STACK

Salesforce Platform, Service Cloud, Experience Cloud, Sales Cloud Financial Force

Case Study

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

Dutch based Information Services Company

Increased lead conversion and deal closure rate by 9%+ in the first three quarters

Increased revenue by 10%+; Increased customer satisfaction ratings by 15%+



Case Study



CHALLENGE

- Support complex bundled product sales with complete contract management
- Increase collaboration across different business segments, departments & stakeholder
- Increase engagement with customer, improve digital customer experience
- Lack of data insights and reporting capabilities
- CS sales operations was staggered across three systems which resulted in diversity in sales process and no uniformity
- Hard to collaborate with representatives and customers – across departments
- Lack of data insights and reporting capabilities
- Costly from Maintenance Perspective



SOLUTION

- Envisioned a solution for sales process that provided flexibility & agility to global sales teams
- Implemented Salesforce cross connector solution to allow reps to create and manage Opportunities, Contract, Forecast from a single salesforce org
- Streamlined business process for eOriginal, Lien Solution, Compliance services
- Implemented Salesforce CPQ to provide advanced product configuration, pricing, bundling capabilities
- Enabled a completely digitized contract management solution with Salesforce CPQ
- Streamlined orgs, deployed multi-org integration to connect processes across business units.
- Enabled case management on service cloud and Customer Communities as the main self service channel



RESULTS

- Increased lead engagement. Increased lead conversion and deal closure rate by 9%+ in the first three quarters
- Reduced overhead of data entry, data tracking across systems for sales & service teams
- Better efficiencies in service with complete customer view; Better efficiency in sales - opportunities, account and contact view
- Increased revenue by 10%+
- Increased customer satisfaction ratings by 15%+
- Advanced reporting and analytics enabled better tracking of performance and better identification of potential improvement areas

TECH STACK

Salesforce Platform, Sales Cloud, Salesforce CPQ, Einstein Analytics, External Data source, External Object

Case Study

Transforming Customer Experience for Global Information Services Company



Dutch based Information Services Company

Introduced a brand-new customer portal that streamlined self service for customers & representatives.

Hyper personalization for users with targeted content incl. knowledge & collaboration.

Case Study



CHALLENGE

- Client was looking to replace their existing customer portal that was inflexible
- Existing system required complex integration to backend employee-facing systems
- Hard to collaborate with representatives and customers – across departments
- System required costly upkeep



SOLUTION

- Introduced a brand-new portal for customers & representatives on Experience Cloud
- Integrated platform that provided real-time view of customer behavior and access to cases
- Complete view of customer to provide on time support
- Faster self-service options including access to case history, shared knowledge and personalized content
- Increased collaboration across different business segments, departments & stakeholders



RESULTS

- Unified platform increased efficiencies of case management – average response time decreased by 5% in the first two quarters
- Self-service options drove higher customer satisfaction
- Better support agent experience through complete customer view
- Advanced reporting and analytics across employee and customer facing applications

TECH STACK

Experience Cloud, Service Cloud

Case Study

A Workflow tool for submitting, tracking and approving product designs for their consumer products business with advanced UI

Producer and distributor 300+ entertainment, sports, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa

50% reduction in Sales cycle time

50% increase in user adoption

Streamlined processes resulting in consistent services and improvement in customer satisfaction



Case Study



CHALLENGE

- Increase productivity by using more advanced UI and supporting technology allowing for lesser clicks, quick response times and mobile access.
- Automation to reduce dependency on multiple application as data is seamlessly exchanged
- Upgrade existing technology allowing for enhancements to current solution and future scalability
- Track various submissions and components relating to consumer products through effective reports and line lists



SOLUTION

- Community Cloud implementation to provide access to various external stakeholders- Agents, Partners, Master Licensee, Retailer and Agent Approver
- Provided an easily customizable and mobile friendly collaborative platform for various stakeholders (internal and external) involved in a product creation
- Automated workflows and configurable system reducing dependency on helpdesk/ support team
- Items List - Inbox feature for all incoming task items (submissions pending actions) and Outbox for all sent submissions
- Reusable Lightning components build on force.com



RESULTS

- 50% reduction in Sales cycle time
- 50% increase in user adoption
- Streamlined processes resulting in consistent services and improvement in customer satisfaction
- Automate reminders and to do list for various stakeholders – both internal and external

TECH STACK

Salesforce Experience Cloud

Case Study

Transforming CRM capabilities by migrating legacy CRM to Salesforce and streamlining Sales & Marketing processes

US based media giant, home to premier global brands that create compelling entertainment content for audiences in more than 180 countries

Increased productivity and reduced selling time

360-degree view allowing sales management to track all account related data from a single screen

Advance Reports & Dashboards for accurate tracking and forecasting needs





CHALLENGE

- Upgrade MS CRM to Salesforce allowing for enhancements to current CRM implementation
- Agile and Scalable design to allow Salesforce to be utilized for future business needs
- Automation to reduce dependency on help desk/support teams
- Globalization - Salesforce as a solution across 4 geographies



SOLUTION

- Customer had implemented CRM on Microsoft Dynamics, but was concerned about increasing in selling time, issues pertaining to security and privacy amongst different departments, and growing overheads and duplication of efforts with growing business.
- Lightning based user interface and reusable lightning components to ensure scalability of the system
- Streamlined Sales and Marketing processes across different business units and geographies to ensure reduced cycle time.
- Salesforce's multitenant architecture and data security to control access to data amongst business units.
- Streamlined opportunity and event management to avoid duplication of efforts
- Reports & Dashboards for Forecasting needs.



RESULTS

- Increased productivity and reduced selling time via simplified processes allowing for lesser clicks, quick response times and mobile access.
- Advance Reports & Dashboards for accurate tracking and forecasting needs
- Configurable system features that help reduce dependency on helpdesk/ support team
- 360-degree view allowing sales management to track all account related data from a single screen

Technology Used Migration from MS Dynamics to Salesforce, Sales Cloud, Marketing Cloud

Case Study

Streamlining Opportunity Management on Salesforce

Leading American print media firm

Efficient opportunity management with dynamic filtering and 360-degree view of systems

Optimized assignment of Salesperson thereby increasing sales productivity

Significant reduction of dependency on IT support teams





CHALLENGE

- Opportunity management - Need to retrieve the list of opportunities through dynamic filtering
- Sales management – Auto assignment of salesperson based on complex criteria
- Quick decision making – Availability of accurate data through reports and dashboards for business owners
- Client needed a tool to mass clone existing opportunities



SOLUTION

- Consultation to improvise the current implementation and optimizing the functionality to achieve a better sales and Brand Management.
- Module design to strengthen the Sales process related to Web type of contents.
- Custom Low Code tool to provide an option to select multiple subscription orders in one click and clone the opportunities (for next year)
- Custom Reports in PDF and excel form
- Data Cleansing and Data Migration strategy



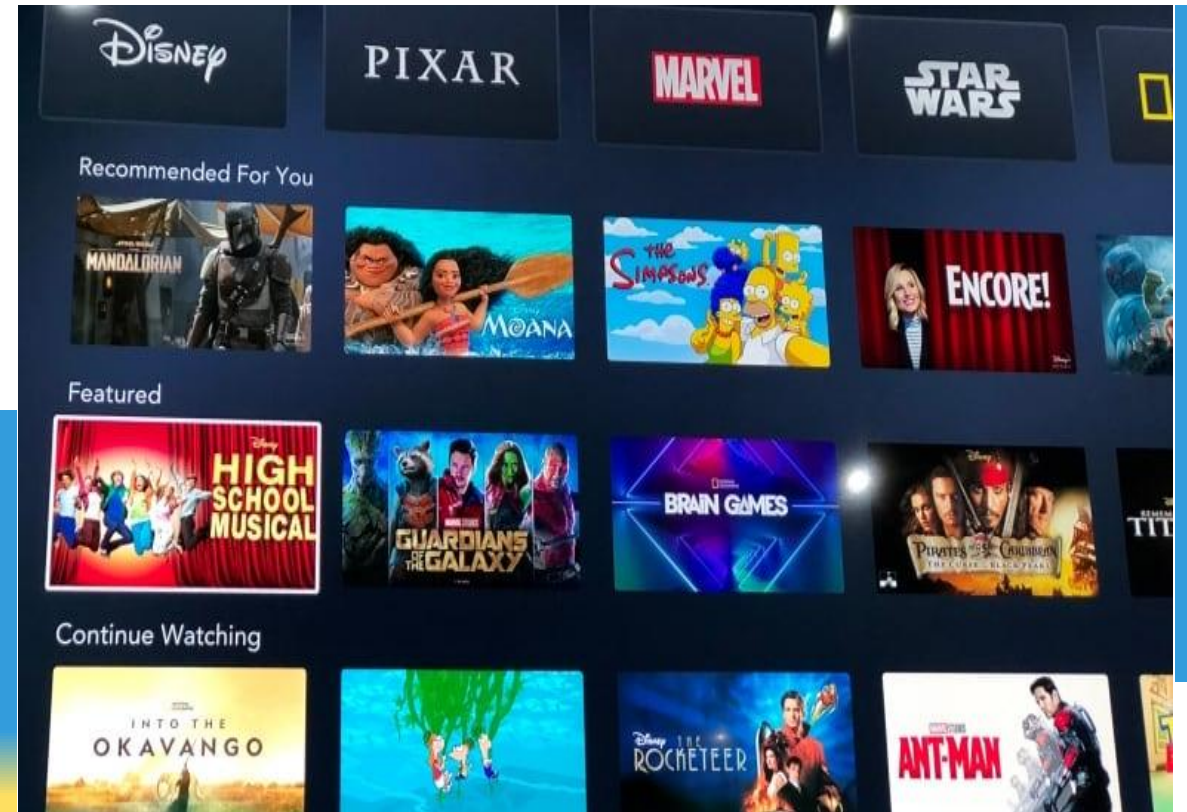
RESULTS

- Efficient opportunity management with dynamic filtering and 360-degree view of systems with seamless integrations with Salesforce
- Optimized assignment of Salesperson thereby increasing sales productivity
- Efficient monitoring and tracking via advanced reports and dashboards
- Simplified future forecasting of subscription orders
- Significant reduction of dependency on IT support teams with highly configurable applications and automated processes

Technology Used Sales Cloud

Case Study

Migration of SKUID pages to Salesforce



Global Streaming Service Provider

\$2M Cost Saving

50% increase in user adoption

Delivered High Performance Application

Case Study



CHALLENGE

- Client is a diversified multimedia conglomerate was having outdated release management system for its titles (movie/web series etc.)
- Cost – SKUID License Renewal cost every 2 years was \$ 2M USD
- Latency – The SKUID system had redundant code which caused latency issue
- Performance – The existing SKUID systems were slow e.g., Pages were taking too long to load
- UI Issues – The SKUID systems' user interface was complex and was difficult for Business users to use.



SOLUTION

- LTIMindtree revamped the release management to transform employee experience and enable ease of handling end to end activities leading to a release of titles (movie/web series etc.) by migrating the legacy SKUID system to Salesforce.
- Removed the redundant code which helped reduce the latency
- LWC was advanced and fast compared to SKUID systems which helped improve the system performance
- LWC and Gridmate(managed package) provided simple and user-friendly UI to Business users



RESULTS

- Saved \$2M USD cost for the customer
- 3x improvement in performance of the migrated system
- Enabled the customer to further enhance various tabs and pages, which was not possible with SKUID systems
- The simplified UI helped the customer save training cost for users.
- 50% increase in user adoption

TECH STACK

Salesforce LWC, Lightning, Apex,

Why LTIMindtree Salesforce Practice?



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



Systematic Innovation
through Digital Pumpkin &
Salesforce Garage



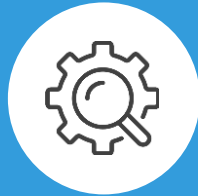
Three-time Salesforce
Partner Innovation
award winner



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.

