

Salesforce

Success Stories

Hi-Tech Industry



Key Success Stories

World leader in networking solutions

Tech : Commerce Cloud, Salesforce OMS

- Learning network store B2C migration
- Revamped the solution with Salesforce Commerce Cloud SFRA. Leverage SF OMS with SFCC Plug/Play
- Redesigned B2C commerce that delivered a great UX & 30% improvement in performance
- Performance improved by as much as 30% in typical workflows
- Solution live in 4 months; Reduction in overall TCO

Dutch based Information Services Company

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%

Offers Transformational solutions in the Supply chain Industry

Tech : Salesforce Experience Cloud, Service Cloud

- Omni-channel Case Management system with Custom Reports and Enhanced End User Experience
- Integrated corporate and community knowledge articles
- Case creation capabilities within web community
- +10% Self Service Case Deflection
- -10% Reduction agent admin time
- -20% Reduced agent ramp time

American Multinational technology Company

Tech : Service Cloud, Experience Cloud, SSO, Apex

- Transform Customer Experience & Enhance Security Compliance for a Technology Major
- ~20% reduction in average ticket solving time
- 100+ Salesforce orgs connected centrally
- 11 orgs Tech debt cleanup achieved
- 89% to 98% increase in test code coverage achieved

Healthcare Company with Global Presence

Tech : Salesforce Platform, Service Cloud, Einstein AI

- Enabled insight-driven decisions driven by sophisticated AI models
- Enabled reps to focus on right leads & customers at the right time with powerful insights-driven decisions
- Increased Lead and Deal conversion – observed 2% increase in the first month
- Superior user experience and reduced overhead with integrated insights

Global leader in innovative hearing care solutions

Tech : Salesforce Platform, Sales Cloud, Marketing Cloud

- Sales cloud and marketing cloud implementation for performance evaluation, lead tracking and visibility to drive business growth
- Standardized lead generation process was established for all geos using our best digital marketing practices
- Sales growth 28%, Network of >3500 stores and clinics, 18 Key Markets

Case Study

Learning Network Store B2C Migration



World leader in networking solutions

Solution live in 4 months

Redesigned B2C commerce that delivered a great UX & 30% improvement in performance.

Increase in eLearning Revenue, Average order value; Reduction in overall TCO



CHALLENGE

- Legacy user interface experience, UX Design & Navigation flows, Existing branding not compatible with global guidelines or mobile first usage
- Application stability issues. Frequent downtime
- Existing implementation has lots of API calls in sequence making, order processing resulting in very slow performance overall
- Complicated checkout flow - More input fields to be entered by user for multiple learner
- Absence of clear/concise tax handling



SOLUTION

- LTIMindtree revamped the solution with Salesforce Commerce Cloud SFRA. Leverage SF OMS with SFCC Plug/Play
- Integrated with Digital River payments, tax compliance
- Integration with on premise system e.g. LMS, CIMS, Learning Credits, CIMS, Smart Licensing
- Customization that enhances OOB solution & scales as easily
- Complete redesign of UI that enhances UX with simple processes
- Decoupled order processing (core processing & post API calls) to improve performance. Real-time API calls limited to key scenarios
- Enhanced technical and commerce reporting to monitor system health



RESULTS

- Superior UX that garnered high customer satisfaction scores
- User friendly checkout flow, thereby eliminating complex flow in the Single Page Checkout
- 99.99% uptime. Improved application stability and availability & more conversions of orders and customers
- Performance improved by as much as 30% in typical workflows
- Better insights on system health that enables proactive action

TECH STACK

Commerce Cloud, Salesforce OMS

Case Study

Transform Customer Experience & Enhance Security Compliance for a Technology Major



American Multinational technology Company

~20% reduction in average ticket solving time

100+ Salesforce orgs connected centrally; Better control of security

89% to 98% increase in test code coverage achieved



CHALLENGE

- Improve support efficiency through process automation, data driven intelligence, analytics, and integration with 1st /3rd party systems
- Improve accessibility of its service support through multiple channel
- Enforce compliance with latest and greatest security & privacy standards
- Improve governance throughout its salesforce eco-system



SOLUTION

- Migration of legacy Unified Ticket System to Salesforce Service Cloud implementation for the customer's Finance Business Unit.
- Transfer & consolidation of salesforce Hub managed orgs @scale , adhering to customer's privacy and security standards
- Implemented 1st party & 3rd party - Reusable integration solutions based on customer's ETL solution to transform and move data between Salesforce & other internal systems
- Design & implemented, the baseline privacy & security standards for use of Salesforce ecosystem
- Providing Production support for 1st party & 3rd party - Bugs, Customer issues , Enhancements & Feature requests for Hub Managed salesforce org



RESULTS

- ~20% reduction in average ticket solving time
- 100+ Salesforce orgs connected centrally
- Better control of security
- 11 orgs Tech debt cleanup achieved
- 89% to 98% increase in test code coverage achieved

TECH STACK

Salesforce Service Cloud, Salesforce Experience Cloud, SSO, Integrations, Apex

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.





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

Quicker insight-driven Decisions for a Global Healthcare Company



Healthcare Company with Global Presence

Enabled insight-driven decisions driven by sophisticated AI models

Enabled reps to focus on right leads & customers at the right time with powerful insights-driven decisions

Case Study



CHALLENGE

- Influx of leads, hard to filter and prioritize leads for sales reps
- Inability to quantify lifetime value of customers
- Hard to understand influencing factors for deal conversion vs. source channels
- Harder to analyze & visualize data, which is spread across multiple systems
- Inefficient operational dashboards
- Inability to outline & respond to customer sentiments
- Providing Insights on Product Pricings and Utilization/Achievement analysis of Sales reps by Region and Team
- Inability to manage and analyze Pipeline based on Improvement points from Kaizen Meet.



SOLUTION

- Improved productivity of reps and efficiency using Einstein Prediction/ Recommendation & Next Best Action
- Seamless data connections to external platforms using Einstein connectors, to collate & analyze external influencing data and Salesforce data
- Enabled reps to identify differences between segments and identify high-value customers
- Use conversations in emails, forms, notes, or chatbot inquiries and determine sentiment
- Enabled agents to view insights & perform actions in context of summarized data / insights, and improve clarity and efficiency
- Performed customer multitouch journey to track all channels targeted at customers and leads
- Account and Lead scoring driven by multiple data points within Salesforce and other enterprise systems
- Provided Interactive Pricing CoA for all product Bundles and a secured View to SIC & SBU Leaders to analyze their Regions/Team's performance.
- Provided an Insights dashboard guidance is an effect of collaboration between several teams that participated in Imaging Funnel Management DMS Kaizen in February 2023 with all KPIs and Historical data to provide performance and improvement Insights.



RESULTS

- Increased Lead and Deal conversion – observed **2% increase** in the first month.
- Superior user experience and reduced overhead with integrated insights. Improved productivity – ability for agents to handle more leads (**10%+ in the first quarter**)
- Comprehensive, standardized lead & opportunity management processes address diverse requirements across regions
- Optimized Dashboards shown **15% higher Adoption**.
- It helps to understand the Target Achievement % for each product and team to launch new programs and increase Sales.
- Pricing Dashboard across prominent regions to identify biggest deals in which we notice low profitability to allow commercial teams take necessary action for values > **\$5M**.
- Provided an Insights dashboard guidance on “how good looks like” & conduct “self-coaching” for improvement areas with KPIs within area of funnel, provides estimated wins **with adoption of 30%** (one of Top 10 dashboard).

TECH STACK

Salesforce Platform, Service Cloud, Einstein AI, Discovery, Tableau CRM

Case Study

Omni-channel Case Management system with Custom Reports and Enhanced End User Experience

Offers Transformational service solutions in the Supply chain Industry

- +10% Self Service Case Deflection
- 10% Reduction agent admin time
- 20% Reduced agent ramp time





CHALLENGE

1. Agents lose valuable time:
 - Switching between multiple screens, tabs, and applications
 - Typing the same email and chat responses to multiple customers
2. Solutions Engineers and Operations Managers need to:
 - Design and implement processes specific to Customer Type & Case Type
 - Quickly adjust elements of these processes with minimal effort
3. Managers, Product Owners, and Executives need:
 - Current and historical Portal usage metrics
 - Role-specific operational metrics by program and location/delivery site
4. Clients and Customers:
 - Must have access only to the data relevant to their Program/Parts
 - Necessitate protection/encryption of their sensitive data



SOLUTION

1. Case Management Routing Omnichannel (Email & Chat)
 - Cases for Email and Chat were routed to agents using Salesforce Omni-Channel.
 - Queues were used to delegate work items to the users.
 - Agents were assigned to Public Groups. Queue Assignment were done through Public Group membership.
2. Contact Strategies
 - All customer communications were grouped together so that a customer received one call regarding the three different parts instead of three separate calls.
 - If a customer or technician has multiple parts, it was be sent in one email with multiple parts as table or Salesforce standards, with relevant status on each part in a single email
3. Automated Email Delivery
 - Currently, there is a Salesforce limit of 5000 Automated Emails per day based on GMT.
 - Used third party integration (SendGrid/MassMailer) to scale up email delivery



RESULTS

- Phone/Email/Chat (Core Contact Centre)
- 360 view of the customer
 - Universal agent desktop and mobile-ready tools
 - Integration to 3rd party systems and billing
 - Drag & drop operational reporting and simple customization
- Customer Self-Service Community
- Customer UGC (User Generated Content) to help solve issues and create advocacy
 - Integrated corporate and community knowledge articles
 - Case creation capabilities within web community
- Conversational Messaging
- Two way-dialogue capabilities over SMS and Social
 - Ability to push automated messages to customers
 - Multi-tab view to manage up to 10 cases at once
 - Conversation transcripts for post-contact resolution

TECH STACK

Salesforce Experience Cloud, Salesforce Service Cloud

Case Study

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



Multi-business company with global presence.

Introduced a sales process that provided flexibility & agility to global sales teams

Enabled product & price configuration with Apttus CPQ

Case Study



CHALLENGE

- Support complex bundled product sales.
- Increase collaboration across different business segments, departments & stakeholders
- Increase engagement with customer.
- Improve the adoption and revenue.
- Lack of data insights and reporting capabilities, usage of excel
- Not having a proper customer Account Development Plan.



SOLUTION

- Envisioned a solution for sales process that provided flexibility & agility to global sales teams
- Implemented Apttus CPQ to provide advanced product configuration, pricing, bundling capabilities
- Implemented Strategic Account Development Plan to analyze the metrics and provide real time insights to customer.
- Implemented the Market Dashboard to get rid of the excel to improve efficiency and quality.



RESULTS

- Increased customer engagement.
- Creating accurate Quotes faster with ease of use and accuracy
- Managing Complex Products with easy scalability.
- Reduced overhead of data entry, data tracking in excel across systems for sales teams
- Better efficiencies in service with complete customer view using the SADP model.

TECH STACK

Salesforce Platform, Sales Cloud, Apttus CPQ

Case Study

Sales cloud and marketing cloud implementation for performance evaluation, lead tracking and visibility to drive business growth



Global leader in innovative hearing care solutions

Implementation of a Salesforce Sales Cloud and marketing cloud to accomplish lead generation

Captivate strong process of viewing HCP response time to leads and track performance of own Retailers vs competitors

Sales growth 28%, Network of >3500 stores and clinics, 18 Key Markets

Case Study



CHALLENGE

- Customer on their website had contact us forms which were capturing information, and some auto-generated emails were getting sent to the leads.
- There was no system that could track the leads' traversal through the sales funnel especially for 3rd party retailers
- There was also, no fair assignment of leads to retailers available in the leads' serviceable area



SOLUTION

- Standardized lead generation process was established for all geos using our best digital marketing practices.
- Integrated with their existing website to capture all lead data and increased visibility of lead's journey even when assigned to 3rd party retailers
- We used Journey Builder to send out the emails and Cloud pages to update the lead status changes as and when a certain action was performed by the retailers. This enabled tracking a lead's progress through its buyer's journey.



RESULTS

- Improved journey and increased participation from 3rd party HCPs; ultimately shortening lead conversion timelines.
- Increased participation from 3rd party HCPs and better understanding of geographical outreach

TECH STACK

Salesforce Platform, Sales Cloud, Marketing Cloud

Case Study

Enhancing License extension journey for business

Leading company in delivering security products



- License extension process is made easy and convenient using lightning flows
- Hassle-free approval processes for license extension
- Migration from classic to Lightning enhanced user experience and supported hand-held devices



CHALLENGE

- Asset and related objects used in brownfield implementation of licensing causes issues in extending or renewing licenses for customer products
- User experience in brownfield are not up to the expectations and it makes it different to extend licenses
- Brownfield implementation is not compatible with hand-held devices like- Ipad or Mobile



SOLUTION

- In greenfield implementation new object entitlement is used for tracking, renewing and extending licenses for customer products
- By clicking on Request Extension button, simple wizard flow will be launched which is convenient for users to navigate and extend licenses.
- Flow will also provide error details if they are not eligible for license extension.
- Two types of extensions are offered:
 - Region Based extensions (1 level approval)
 - Based on Export blocked from Entitlement and Account (2 level approval)



RESULTS

- In greenfield implementation license extensions for trail and term type is made very easy and convenient.
- By using OOTB features of Salesforce like Approval process and lightning flow the task is easily achieved without any overheads.
- Using Lightning flow, user experience in renewing/extending licenses is greatly enhanced

TECH STACK

Salesforce Service Cloud, Lightning flows, Approval Process, Platform Events, Lightning Web Components.

Case Study

Increasing efficiency through Automation

British based security software and hardware company

Reduced 80% manual effort by automating the process.

Increase in conversion from inquiry to opportunity by 23%.

Implemented automated process using Mulesoft with apt security policies



Case Study



CHALLENGE

- Marketing operations use Facebook Ads and Google Ads to target new customers and turn them into opportunities.
- The exchange of information between CRM system i.e., Salesforce and Facebook/Google was done manually by exporting data from Salesforce and importing it to Facebook/Google. This method was time consuming, inefficient, and not a secure way of transferring data.
- Also, not all the information was being captured correctly which was essential to get the full picture of the customer required to best optimize the campaigns.
- Customer sought to reduce the manual process of exchange of data between the source and target systems and catch additional data.



SOLUTION

- Analyzed existing legacy system and migrated to new version of SF which included leads, enquiries, opportunities, deal registration, contracts, case to email, campaign management
- Oracle Eloqua was introduced by the client to cater the needs of automated marketing tool. Leads [Inquiry Leads, Sales Qualified Leads and Marketing Qualified Leads] data will be updated in Eloqua from Salesforce
- Implemented automated process using Mulesoft with apt security policies to pick the data up everyday from Eloqua CDO and call Google and Facebook Campaign Manager APIs to insert/update leads data.
- Analyzed and implemented service account and JWT approach to generate Token with which we called the Google Campaign Manager APIs



RESULTS

- The migration from old legacy system to new version of SF helped to aggressively promote the customer business
- Reduced 80% manual effort by automating the process.
- Close to 30% more efficiency achieved in the exchange of information due to reduction of manual intervention
- Increase in conversion from inquiry to opportunity by 23%.
- The solution further being considered by the client to connect to more marketing applications including but not limited to LinkedIn.

TECH STACK

Service Cloud, Sales Cloud, Mulesoft

Case Study

Streamlined Field Service Operations using FSL and Community Cloud



Global provider of technical solutions for the event, experiential and installation markets

Built an unified system for work order management and field service orchestration

Increased user adoption and streamlined processes

Improved customer satisfaction

Case Study



CHALLENGE

- Lack of a unified system for work order management and field service orchestration for third party technicians/sub-contractors
- Lack of external third party users to work as field technicians and perform all the work order lifecycle activities like work order creation, dispatching, accepting and completion.
- Poor sales service record due to lack of streamlined processes



SOLUTION

- Managed and enhanced Salesforce Service cloud, Field services through customer/partner Community and FSL Mobile App
- Streamlined field service processes through best practices
- Enabled user-adoption through end-user training and skill and competency management



RESULTS

- Reduction in operational expenses
- Better turn around on field service requests
- SFDC Platform ROI realization
- Improved customer satisfaction

TECH STACK

Experience Cloud, Service Cloud, FSL

Why LTIMindtree Salesforce Practice?



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



Systematic Innovation
through Digital Pumpkin &
Salesforce Garage



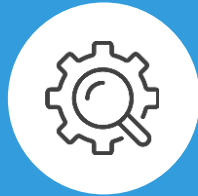
Three-time Salesforce
Partner Innovation
award winner



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...

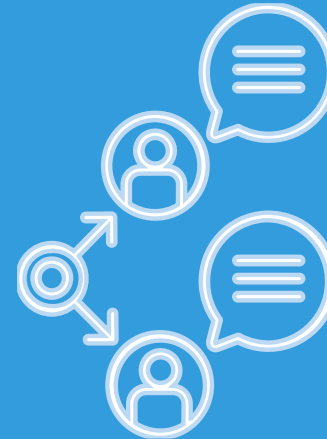
Unrivalled Digital Expertise in your sector



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.

