Diabsolut

A New Approach to IoT and Quality Customer Service for Future-focused Canadian Telecommunications Company

The Solution: Salesforce Field Service, Experience Cloud, Salesforce Maps

This large telecommunications company is a wireless network operator offering wireless services across Canada. They are known for leveraging the power of their world-class wireless and fibre networks to deliver a wide range of service innovations to consumers and clients.

As an existing Salesforce client looking to expand their IoT offerings, they had a clear vision of what they wanted—but were unsure of how to get there. They needed a delivery partner who would take on their goals as their own and work with them step-by-step to achieve a creative solution.

Collaborating with a trusted partner for cutting edge capabilities

For a successful expansion, this company needed to fill in some operational gaps, as they had no way to visualize or validate data, and planning and estimates were a guessing game. They had issues with vendor location accuracy and had no unified bidding system for their contractors—further complicated by jobs having different requirements depending on the contractor. Follow-up and quality control was time-consuming and costly.

When Diabsolut approached them with a detailed solution to map, report, build scenarios, manage bidding for and executing work—covering anything both their customers or vendors would need—they knew they had found the partner who could help make their IoT expansion goals a reality.

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Products Deployed

**Service Cloud
Salesforce Field Service
Experience Cloud
Platform 360**

Company Quick Facts

Location: Canada
Employees: 50,000+
Business Model: B2B
Industry: Telecommunications

Integrations

**Microsoft Excel
Salesforce Maps**

Discuss, design, deliver

Demos and interactive team sessions helped the project kick off, and an agile methodology with consistent communication would be used to deliver milestones at a fast pace, with high standards.

Along with the higher volume of data captured by the Salesforce Field Service and Maps implementations, automation and centralization of data was key to providing the highly detailed picture needed for more accurate planning and scenarios.

Experience Cloud was used to set up a portal for contractors, allowing for unified processes when it came to bids and monitoring execution—with custom code to ensure data from Salesforce Field Service was secure and going to the right people at the right times. Vendor privacy was vital, and contractor bids and information could be kept isolated.

Additionally, custom functionality to link data populated and calculated in Microsoft Excel was added to not only give bid responses a more unified look, but make all information and job data easier to track.

An approachable end result with unmatched versatility

Seamless integration of all the systems implemented, along with data centralization, played a huge part in reducing errors and reliance on emails—while Salesforce Field Service has given them IoT service optimization like nothing else on the market.

With an intuitive set up for end users—from vendors, to contractors, to internal team members—a complete set of data for every job is available, from forecasting and planning through to completion. With information in one place service quality is up, KPIs and ROIs can be met more efficiently, time management has improved, and costs are down.

The client now has new standards and best practices for their IoT service moving forward, can make more informed decisions based on the data that matters most to their business, and project goals have been achieved in a way that ensure sustainability for their organization.

" From vision to execution, this project demonstrated the art of the possible in going beyond the usual field service use case. "

— **Naeem Khalid,
VP Professional Services
Diabsolut**

Significant improvements in:

✓ Data visualization

✓ Planning & estimates

✓ Bidding accuracy

✓ Vendor location accuracy

✓ Quality control

The organization gained the ability to visualize and plan their work packages, execute their work and provide an easy-to-use platform for their vendors to bid on work.