

CUSTOMER  
SUCCESS  
STORY



How **New Era Cloud's** flexible **QuickStart Programme** enabled **Studio William** to implement a rich collection of Salesforce solutions to give them increased visibility of their end-to-end B2B Commerce and Business Development functions.

*“New Era Cloud got us set up quickly and fully trained our team. It was a relief for us to have the pressure taken away.”*

Ed Talbot, Operations Manager Studio William



STUDIOWILLIAM®

# Project overview

**Studio William** is an award-winning, design-led cutlery manufacturer and food services supply wholesale business based in the UK with 15 employees. They are a global company, with warehouses in Hong Kong, New York, Stratford-upon-Avon and manufacturing in Vietnam.



Having completed the **New Era Cloud QuickStart Programme**, **Studio William** now has significantly increased visibility and details of all trading across their end-to-end B2B Commerce and Business Development Solution for the whole team, which simply didn't exist before.

## Our approach

In their extensive search for a consultant to support them with implementing **Salesforce** and setting them up for success from the outset, **Studio William** experienced several challenges:

### CHALLENGE 1:

Finding a partner that they could be assured would be **willing to work with them at their pace** as they grew their suite of products and moved to higher editions of Salesforce as they gained confidence.

### CHALLENGE 2:

Finding a partner that **understood that they were a business with high growth aspirations** with the financial and human capital resource limitations of a scale-up business.

### CHALLENGE 3:

Finding a partner that would **lead with a 'clicks not code' first approach**, squeezing the most out of the 'out of the box' functionality and keeping bespoke programming to an absolute minimum.

**Studio William** found **New Era Cloud** through a Google search and decided to engage with them on the **QuickStart Programme for Sales Cloud Professional Edition** to secure an immediate Business Development solution while they were understanding other needs within their business.

This then developed into **New Era Cloud** supporting them to start setting up their brand new B2B E-Commerce website, which will enable them to trade more effectively with their global partners.



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Ed Talbot, Operations Manager at Studio William, explains how New Era Cloud have enabled Studio William to take their business to the next level...

*This was a perfect approach for us because it got us set up quickly and went straight into doing some training with our team. It was a relief for us to have that pressure taken away immediately. Initially, we didn't have time to do the initial Salesforce personalisation, implementation and configuration ourselves that would give us all the data collection points we needed to operate our business on a daily basis, as well as give us the management insights we needed through reports and dashboards.*

*As we got into the initial Sales Cloud project and started to explore expanding our solution into other critical areas of our business, it struck us that **we didn't have independent insights into what other products we needed to consider that would drive our growth and productivity.***

*We had lots of ideas about the functionality we needed, although turning this into a strategy was going to take the help of an experienced business process and management professional. With the guidance and coaching of **New Era Cloud** it very quickly became apparent where we could **maximise the impact** of our additional investment, and we were able to become **deeply confident** as to where we needed to go next. Calling on **New Era Cloud's** expertise saved us **valuable time** and we were able to **focus our***

*investment on the consulting and products that would give us the most benefit.*

***New Era Cloud facilitated the initial calls with Salesforce and translated Studio William's needs, views and wants into tangible actions. We secured the best value possible because we had the confidence in our newly acquired knowledge and working in collaboration with New Era Cloud gave us absolute clarity about what our future state looked like.***

*We were brand new to the world of integrated CRM, so Nigel Fisher and his team at **New Era Cloud's** experience and impartial guidance was **essential** in building our product strategy. He was able to preemptively advise us on the capabilities of the software and explain how it could **best meet the business needs and help us visualise a solution to support our growth and productivity plans for the future.***

*Nigel is very personable and I find it very difficult working on IT projects because I'm not an IT person, so I don't always understand the concepts; it's like a different language. It's difficult to find people who are able to bridge the gap and Nigel did this really well for us.*

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## Our solution

### KEY PRODUCTS



- ✓ Sales Cloud
- ✓ Community Cloud
- ✓ Commerce Cloud
- ✓ 360 Platform



NEW ERA CLOUD

- ✓ Quick Start for Sales Cloud
- ✓ Enterprise Consulting
- ✓ Solutions Assurance

### BUSINESS SOLUTION

We implemented and provided training for:

- ✓ Customer Relationship Management (CRM)
- ✓ B2B Commerce
- ✓ Content Management System (CMS)
- ✓ Process Automation
- ✓ Management Reporting and Dashboards
- ✓ Office 365 Integrations

# Results

With the support of Nigel Fisher and the **New Era Cloud** team, the whole team at **Studio William** now has a solution that enables them to communicate clearly and quickly across departments and share vital business intelligence that is **facilitating accelerated growth** of the business post-pandemic. Studio William are now able to provide a **better service to their customers with improved response times**, a much smoother follow up process with their leads and ensuring tasks aren't missed.

The **QuickStart Programme** has enabled Studio William to use their existing resources more effectively by maximising the impact of both individuals and teams across the business. As a result, the team at Studio William has also grown in confidence when it comes to their day-to-day tasks and stakeholder management.

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*Setting everything up through **New Era Cloud's QuickStart Programme** was quick, easy, and took the technical setup responsibility out of our hands so we could get the job done. Since doing the programme and benefiting from their coaching approach throughout the process, we've not only had better communication across the team, but also peace of mind.*

Ed Talbot,  
Operations Manager  
Studio William

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# Conclusion

The **New Era Cloud QuickStart Programme** has been a 'game-changer' for **Studio William** as they continue to expand into global markets from the UK. It has revolutionised their approach to sales and business development: from a rudimentary pen-and-paper approach, it has evolved into a **sophisticated tailored process, within a short time frame** that aligned with their growth ambitions.

**Studio William** are now in a strong position to move onto their next phase of growth, thanks to the foundations laid by **New Era Cloud's QuickStart Programme**.

## About New Era Cloud

Created in 2009, New Era Cloud is one of the longest established Salesforce.com partners in the UK with a history of over 30 years in business management consulting, business process improvement, cloud transformation and innovation. We provide dynamic and trustworthy advice, knowledge and expertise with a range of different consulting styles to complement your organisation's personality and aspirations.

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