

CUSTOMER  
SUCCESS  
STORY



How **New Era Cloud's flexible QuickStart Programme** enabled **RTS Waste** to implement a central repository for storing customer information, increase visibility of sales activities and streamline their quotation and contracting process to increase their bottom line.

*“One-third of our business has come from our ability to continuously follow up with our customer base since New Era Cloud implemented our new sales management solution.”*

John Walsh, Group Commercial Director, RTW Waste

**RTS**

# Project overview

**RTS Waste** is a family-run and owned waste management company. They are the leading zero-to-landfill provider of total waste management service solutions in London, Kent and Somerset. Their services include managing household waste, construction waste, commercial waste, chemical disposal and recycling.



Having completed the **New Era Cloud QuickStart Programme**, **RTS Waste** has now streamlined their process for collecting and processing lead data. This has enabled them to increase their conversion rates and improve visibility of their end-to-end B2B sales process.

## Our approach

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

### CHALLENGE 1:

Finding a partner that could **identify which elements of Salesforce they really needed to achieve their business goals** and which areas of functionality they didn't need to use.

### CHALLENGE 2:

Finding a partner that **wouldn't bombard them with technical jargon and that would translate complex terminology and functionality** into their own business language.

### CHALLENGE 3:

Finding a partner that could **design automated workflows that worked across the whole sales team** to give them greater visibility over sales activities.

**RTS Waste** introduced **New Era Cloud** as one of the recommended partners through **Salesforce** and decided to engage with them on the **QuickStart Programme for Sales Cloud Enterprise Edition** to implement a joined-up and sophisticated lead management solution within their business.

This then led them to **implement additional business solutions**, including automated workflows to generate bespoke proposal templates in line with their prospects' needs. This has enabled them to make sure they aren't missing out on potential business and they have also been able to issue tailored quotes for work at varying price points to improve conversion rates.

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John Walsh, Group Commercial Director at RTS Waste, explains how New Era Cloud have enabled RTS Waste to implement a far more effective sales solution...

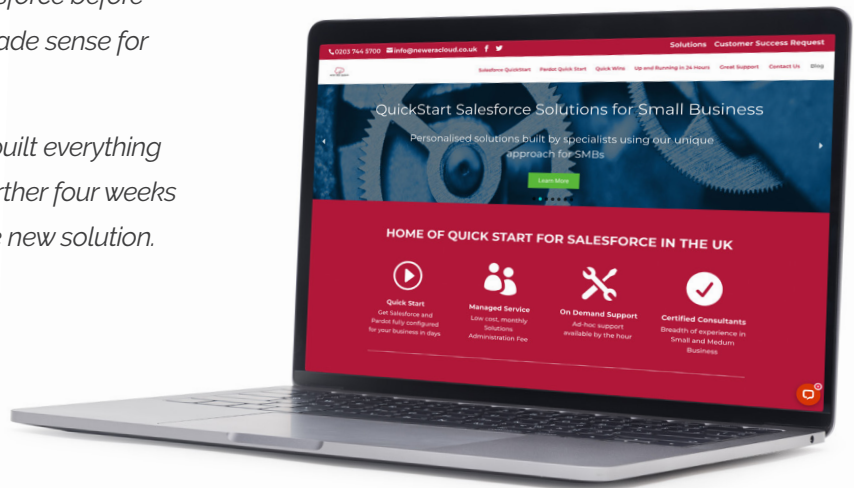
*Before we engaged New Era Cloud, I was frustrated by my inability to be able to understand the full picture of our client data, such as the types of clients we had gone after, how many we'd been talking to, how best we could help them with our solutions. We also had virtually no visibility over what our salespeople had agreed and discussed with our customers.*

*Once I started working with the New Era team, I knew we could trust them to get the job done in the best way that would work for us. In our initial call we delved into the functionality possibilities of Salesforce before Nigel directed us into a workflow that made sense for a salesperson.*

*After agreeing a way forward, New Era built everything for us within a week and then spent a further four weeks supporting us as we got to grips with the new solution.*

*Our consultant, Nigel Fisher was personable, flexible and knowledgeable when it came to supporting us with Salesforce and implementing a new sales solution. He just made everything seamless and easy so it wasn't an arduous task.*

*As business management consultants as well as Salesforce specialists, New Era was able to get the main points across – I would tell our consultant what I needed to get from the system and he would tell me the information he needed from me to make it work.*



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## Our solution

### KEY PRODUCTS



✓ Sales Cloud



NEW ERA CLOUD

- ✓ Quick Start for Sales Cloud
- ✓ Solutions Assurance

### BUSINESS SOLUTION

We implemented and provided training for:

- ✓ Customer Relationship Management (CRM)
- ✓ Process Automation
- ✓ Management Reporting and Dashboards
- ✓ Office 365 Integrations
- ✓ PDF document generation tool
- ✓ E-Signature automation

# Results

With the support of Nigel Fisher and the **New Era Cloud** team, the whole team at **RTS Waste** now has a solution that enables them to manage their leads and deals more effectively and efficiently. **New Era Cloud** has provided a comprehensive sales solution which has streamlined the process and made the customer journey and the salesperson journey much easier, more efficient and more effective.

A key part of the project involved designing a solution that enabled **RTS Waste** to automate the creation of multiple styles of quotes. They have experienced huge productivity gains from their new automated process, which enables them to raise complex quotes from data held in Salesforce, convert these to branded PDFs and get these electronically signed by clients.

Within 9 months of implementing the new system, RTS Waste have had £1.1 million worth of signed contracted minimums from newly acquired clients come through, of which at least one third have been as a direct result of implementing the new Salesforce solution, which has provided them with their new ability to maintain a constant follow-up with their customer base.

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*Nigel Fisher of **New Era Cloud** directed us into a way of working that would work for the business and that actually made sense in terms of workflow for the salesperson, because I think I had slightly overcomplicated it trying to do it myself. He was also able to remove a few steps by creating automated workflows and structuring a quote which turns itself into a contract once signed. So that in itself was really helpful.*

John Walsh,  
Group Commercial Director, RTW Waste

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# Conclusion

**The New Era Cloud QuickStart Programme has been revolutionary for RTS Waste** as they continue to grow their business. It has **simplified their end-to-end sales process and has taken the stress away from collating and managing data** across multiple spreadsheets.

They have an up-to-date customer database that they can access to extract information whenever they need to and also **now have the capability to work on finer details with individual prospects** in terms of exploring new opportunities and ongoing ones.

**RTS Waste are now able to take advantage of Salesforce to get the best return possible without overcomplicating their process, 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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