

Reference Letter

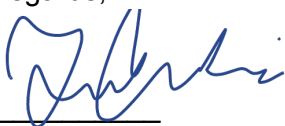
Santander Leasing has been working with Cloudity since January 2022. The most recent project aimed at strengthening our position as a market leader and streamlining daily operations by combining several systems into one powerful Salesforce platform for a 360-degree view of customers.

The scope of work included:

- Implementation of Salesforce Sales Cloud along with custom solutions:
 - campaign module,
 - substitution module (to ensure continuity of customer service in case of employee absence),
- Salesforce integration with 7 different systems:
 - consolidation of all the necessary information about customers in one tool,
 - a 360-degree view of the client,
- Construction and orchestration of client campaigns – actions on clients aimed at increasing the cross-sell level within the current customer base;
- Increasing the Customer Lifetime Value;
- Development of a CRM tool to organize client processes;
- Development of “Farming” processes to build the advisor's portfolio strategy;
 - introducing a tool for reporting and business analysis related to the current client's retaining processes,
- Providing a tool that supports the work of an advisor on the mobile application (while working in the field) and on the desktop platform,
- Digital Advisory;
- Salesforce training.

Thanks to this project, we have gained deeper insight into the needs of our customers, and all our business activities are managed from a single tool. We are delighted with the cooperation with Cloudity. We sincerely recommend them as trusted Salesforce specialists with a holistic approach.

Best regards,



[signature]

Verification

Transaction 09222115557483137947

Document

Santander Leasing reference letter

Main document

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Initiated on 2022-12-09 15:52:57 CET (+0100) by Cloudity (C)

Finalised on 2022-12-11 13:08:24 CET (+0100)

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Signed 2022-12-11 13:08:24 CET (+0100)

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