

# HUSEIERNE TOOK A DIGITAL PATH TO ENHANCE THE VALUE PROPOSITION FOR THEIR MEMBERS & EMPLOYEES

with Salesforce  
technology



**Huseierne**

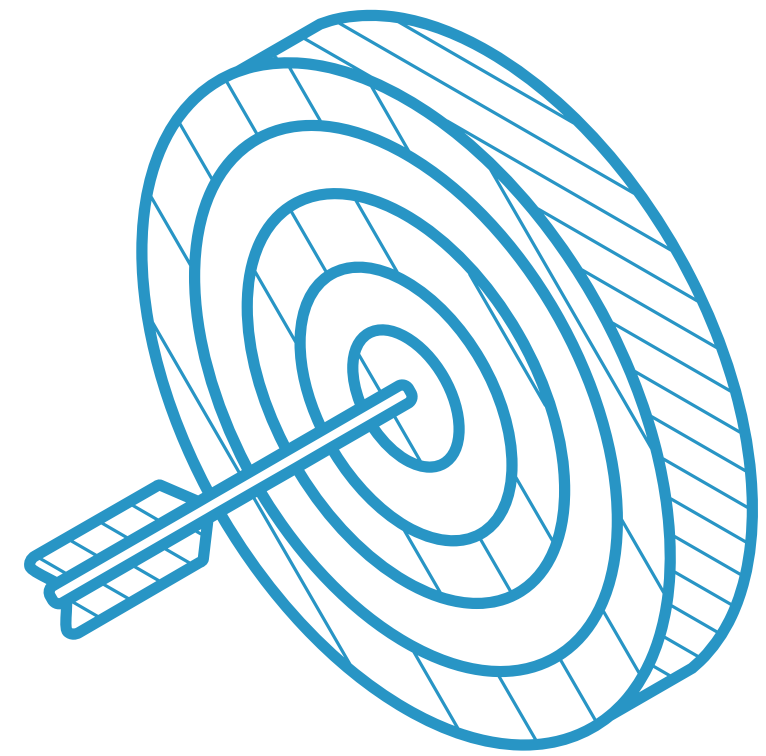
Huseierne is a non-governmental organization that offers legal advisory services to its members and focuses on educating Norway's citizens on different civic topics in the form of newsletters, articles, workshops, and courses.

  
Cloudfity



## CHALLENGES HUSEIERNE WAS FACING IN EVERYDAY WORK:

- # **lack of a system** that would fulfill all aspects of **customer management** and **marketing automation**;
- # **lack of insights** about **customer behaviors**;
- # **too many systems** requiring manual maintenance;
- # the desire for a **simple system** that meets the **needs of all departments** and is **easy to learn**.



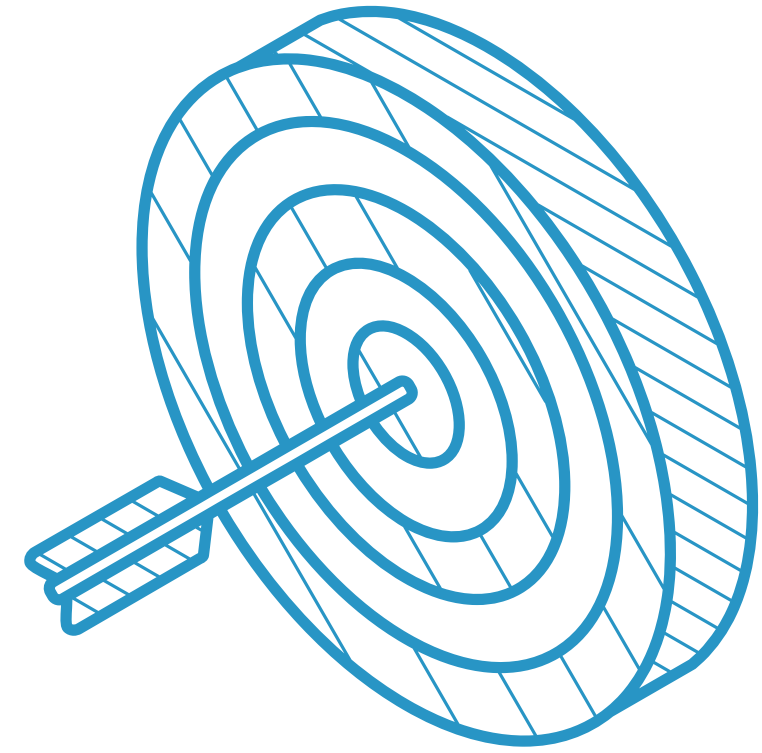
## PROJECT SCOPE:

### # **Salesforce Marketing Cloud implementation:**

- automated journeys (email/SMS) for different purposes serving Huseierne members;
- providing innovative solutions for Customer Service communication with members and the Marketing Automation app on the Salesforce platform;

### # **Salesforce Service Cloud implementation:**

- for the purpose of customer management handling cases (legal) membership management and other;



## PROJECT SCOPE:

### # **Salesforce Experience Cloud implementation:** (formerly known as Community Cloud);

- platform for all members (250 000) to handle key processes and collaborate with Huseierne specialists;

### # **Heroku app:**

- integration with the external database.



## KEY BENEFITS FOR HUSEIERNE:

- # all the records are **kept in one place**;
- # **all-in-one CRM solution** addressing the needs of customer service, legal and marketing matters;
- # automated **marketing journeys**;
- # having more advanced features and creating sophisticated logic for the **marketing journeys** and **dynamic content in emails**;
- # **successful Salesforce adaptation** across the legal, marketing, IT departments and management departments.



# Huseierne



“Clouidity gave us a very good start using Salesforce Service and Marketing Cloud. **I would highly recommend this company to other customers.** Although we are a company located in Norway, it was no problem to work with Clouidity, which has offices in Poland and Sweden.”

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**Christian Mjelde**  
System Manager  
at Huseierne