

Reference letter

MyCamper AG has been cooperating with Cludity since January 2020. The aim of the recent project was to implement a single flexible and scalable solution that would make it easier for us to manage all customer processes. The platform we chose was Salesforce, and the implementation company – Cludity, Salesforce Platinum Consulting Partner.

The scope of the project included:

the implementation of:

- **Salesforce Service Cloud:**
 - case management;
 - Web-to-Lead, Email-to-Case;
 - different email templates;
 - surveys;
 - automations.

- **Salesforce Marketing Cloud:**
 - abandoned basket & Ebook request;
 - automated journeys.

the integration of:

- **Salesforce with the MyCamper Platform via a Rest API.**

Cludity consultants delivered innovative and time-saving solutions for Customer Service and Marketing Automation on our Salesforce platform, which benefited our company in terms of tracking the platform's performance and automating the communication with various segments of customers. We are very satisfied with the cooperation and recommend Cludity as a trusted implementation partner and professional business consultancy provider.

Sincerely,

Stefan Lieberherr, Chief Marketing Officer, MyCamper