As companies slowly adopt digitisation, demand for data-driven CRM solutions has exploded. Salesforce Sales Cloud will help you improve sales processes and boost revenue growth.

With its advanced AI and analytics capabilities, Salesforce Sales Cloud has become a leader in Customer Relationship Management and sales automation. Its focus on customer-centric experiences helps you to streamline sales processes and cultivate lasting relationships with your customers. With a 360° view of the customer, you can personalise interactions, boost engagement and foster loyalty. Your sales teams can anticipate needs and proactively propose solutions, converting interactions into meaningful engagement.

What's more, Sales Cloud's centralised platform consolidates customer data to provide teams with real-time insights for improving efficiency, making informed decisions and developing a custom strategy for continued growth and agility. **As a Salesforce partner, Swisscom helps you implement Sales Cloud and guarantees a professional integration aligned to industry best practices.**

Benefits of Salesforce Sales Cloud

Efficient & automated sales processes

We tailor and align processes to your industry standards and needs to improve sales efficiency and productivity. Customised workflows facilitate the design and automation of business processes. Salesforce Sales Cloud ensures optimised operations and streamlined sales cycles, enabling your team to focus on revenue generation.

Improve customer engagement with a 360° view

We provide a 360° view of your customers by combining various data sources. We integrate preferences, interactions and support requests into a standardised profile, enabling personalised and targeted business interactions. This both improves customer engagement and contributes to long-term satisfaction and loyalty.

Data-driven decision-making

Sales cloud can leverage comprehensive AI-powered sales insights and analytics to support informed decision-making. We provide an in-depth analysis of sales data, identifying trends, opportunities and areas for improvement. We help develop data-driven strategies, optimise sales approaches and improve revenue generation.

Mobile capabilities for connectivity any time, anywhere

Equip your sales teams with mobile capabilities for seamless connectivity and responsiveness. We ensure that your sales representatives can access sales-critical information remotely, facilitating real-time updates and improving customer interactions at any location.

Swiss-compliant customer data management

Through the Hyperforce architecture, which is hosted in Switzerland, we guarantee fully compliant data confidentiality. We ensure that your data remains secure and compliant with local and global regulations such as the GDPR. You can confidently manage your customer information while maintaining regulatory compliance, boosting trust and credibility.

Salesforce Sales Cloud

swisscom

Salesforce Sales Cloud capabilities

Contact & Account Management **Lead & Opportunity Management** **Sales Collaboration** **Performance Analytics** **Customization & Automation** **Mobile Access** **Integration Capabilities**

Facts & figures

Basic services

Getting started
Our basic services package includes essential integration offerings to kickstart your Salesforce Sales Cloud implementation.

– Initial consultation and needs assessment
– Configuration and customisation
– Sales reporting and dashboard configuration
– Data cleaning and migration
– User training and adoption support
– Performance monitoring and optimisation

Options

Boost your CRM
Enhance your Salesforce Sales Cloud implementation with our optional services.

– Advanced reporting and analytics configuration
– Lead scoring integration
– Integration with third-party applications (e.g. marketing automation, ERP)
– Custom development and AppExchange integration
– Territory management configuration
– Advanced workflow automation and approval processes
– Multi-language and currency support

Supplementary services

Complete your ecosystem
Take your Salesforce Sales Cloud implementation to the next level with our supplementary services.

– Customer journey mapping and process optimisation
– Sales forecasting and pipeline management enhancement
– Partner and channel management configuration
– Marketing automation integration and engagement strategy
– Customer service and case management integration
– Mobile application development and deployment
– Maintenance and support or full managed services

For more information and to get in touch with our experts, visit: https://swisscom.ch/salesforce