



Generating-Nurturing New Leads &
Overcoming Customer Attrition
Within 90 Days:

USA Fortune 500 High-Tech Transformational Story



Generating-Nurturing New Leads &
Overcoming Customer Attrition
Within 90 Days:

USA Fortune 500 High-Tech Transformational Story

Background

“A **Fortune 500** company based in the USA sought an efficient query resolution process with a **Salesforce Crest partner**. This global leader in tech material giant specializes in chemical management through sustainable practices.

These businesses cater to a mature client base, including manufacturers, pharmaceutical companies, and construction organizations, who seek ingredients to create complex prototypes. This called for the dire need for expert intervention to resolve ingredient concerns.

Such companies must have an efficient customer journey to ensure a systematic query resolution and timely communication with agents.

By implementing an intuitive live chat agent and a holistic pipeline for customer journey via Salesforce with **mindZvue-Salesforce Crest Partner**, they saw visible results in customer retention.”

Problem- Inefficient System Blocked New Leads

The company faced a pressing challenge, directing their potent leads from their website to the agent. This led to:

Unresolved queries



Clients couldn't connect to their respective agents, which resulted in loss.



Lack of a roadmap for the new leads.



Inefficient resolution.



Their clients were encumbered by insufficient information, leading to dissatisfaction.



Technical glitch hampered customer.



Lack of timely response.



mindZvue Strategic Solution For 10X Results

The company faced a pressing challenge, directing their potent leads from their website to the agent. This led to:

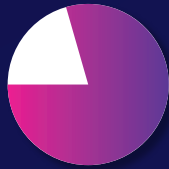
- ✓ To bridge the gap between the clients & agents.
- ✓ Accurate & precise data around sensitive information.
- ✓ Live chat agent implementation.
- ✓ Email alternatives for an approachable communication option.
- ✓ Future plans for the incorporation of Sentiment analysis.
- ✓ Building a roadmap for intuitive response.

10X
Growth



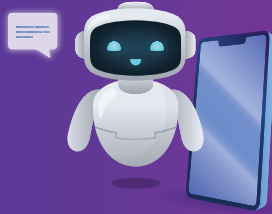
AI Integration Without Losing The Human Touch!

*Intelligent with AI; Personalized with *REAL* response*



74% consumers are loyal to a company when a human resolves queries over an automated bot response.

At the same time, it is crucial to note that AI is required initially to filter the request and direct it to the respective agents per the questions and expertise.



mindZvue devised a simplified layout to integrate AI & human aspects through a live chat agent to attend to the queries with accuracy and detailed insights of experts.

Results For Phase 1

- ✓ Efficient query resolution with accuracy and precision.
- ✓ **2X** customer retention rates.
- ✓ Personalized interaction with product experts.
- ✓ Records each conversation seamlessly in Salesforce.
- ✓ Monitor internal performances based on reports.



Entering The Next Phase: 1-Month Transformation & Long Term Goals

After witnessing visible results:-

- ✓ Sustainable lead generation pipeline.
- ✓ Surge in customer satisfaction.
- ✓ Spike in new customers adding to their holistic community.
- ✓ Drop in customer attrition.

The company decided to extend the subscription for a long-term plan. Here is how mindZvue charted a tailored strategy with tangible goals and short term milestones.



A Sustainable Plan For Future Success

We have devised a roadmap for their long-term growth and constant upgradation:

- ✓ Introducing telephonic conversation options.
- ✓ Implementing sentiment analysis for intuitive responses.
- ✓ An intelligent approach to handle data load through email and call options.
- ✓ Customization for their needs.

Chat With Us!





At mindZvue, we are committed to offering quality solutions at affordable prices. Our 8+ years-long commitment to the existing client is a testimony of results, consistency, and growth. Through staffing, we are disrupting the tedious hiring process, which is relatively time-consuming and rigid.

We follow a flexible approach, i.e., you can hire for short-term or long-term from the pool of dedicated, experienced, and certified Salesforce developers.

See our results 



75+ Projects Completed

And the number continues to grow.



Cost cuts

Replace hiring with staffing at affordable costs.



0 Dropouts For 8+ Years!

Happy client with consistent results.



Maximizing ROI

Customized solutions churning visible results.



Hire Risk-Free

Army of certified Salesforce developers.



97% + Renewal Rate

Our clients continue to renew plans- Salesforce staffing or managed services.

Our Locations

USA - TEXAS

INDIA - NAGPUR | PUNE

Follow Us On Social Media



@mindZvue |



@mindZvue |



@mindZvue |



@mindZvue