etg + marder seafood

INDUSTRY	OUR SERVICES	PRODUCT
FOOD	DELIVER A DIGITAL APPROACH	SALESFORCE SALES CLOUD

CLIENT CHALLENGES

- Creation of a frictionless communications tool to take customer communications digitally.
- To streamline and measure sales and collaborating with Sales reps, creating of a single view of information across business units.
- Uplift the process for Sales teams to collaborate, share ideas and work with the delivery teams.

OUR SOLUTIONS

- Used an agile approach to deliver on two key themes: make purchases in a self-service/consumer style manner & the ability to forecast revenue.
- Established an acceptable level of automated procedures over environments
- Used a blend of onshore and offshore team members to deliver the functionality of B2B Sales Cloud in the project in several sprints.

BUSINESS OUTCOME

- Provide the ability to forecast revenue, set up sales territories and have a better way to check in on the activity of each sales representative
- Customers and prospects will also be able to get a quote before purchasing without speaking with anyone.
- Offer the ability to generate the best leads, automatically manage their opportunities through the sales pipeline and cultivate relationships with existing accounts
- Simplifies repetitive tasks & improved collaboration between departments
- Supports business continuity planning & assists with aligning KPIs
- Upgrading to Sales Cloud drove millions of ROI.