

How ZINKT helped Maintel automate and streamline processes for enhanced operational efficiency and productivity.

When Maintel was looking to maximize their Salesforce investment and improve data quality, they turned to ZINKT to help make it happen.

Maintel is the UK's leading independent provider of managed communication services, including network transformation, cybersecurity, and cloud services for both the public and private sectors.

We spoke with Bernie Hepworth, Sales Operations Analyst who has worked at Maintel through a number of acquisitions and witnessed the incredible growth the company has seen, along with the implications of that on systems and processes.

"Majority of the manual work has been replaced. I would say from Salesforce side of things, a good 90% has been automated."

- Bernie Hepworth, Sales Operations Analyst

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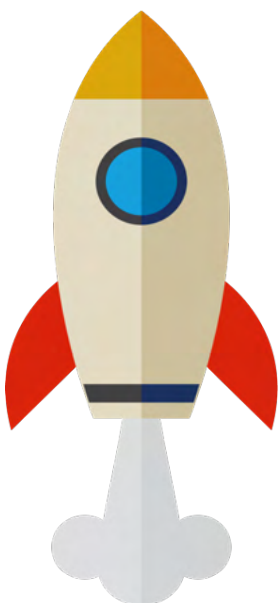
The Challenge.

As the company grew, Bernie Hepworth highlighted the complexities stemming from numerous acquisitions. These complexities manifested as data clutter, excessive manual processes, and a lack of clarity in reporting. **“We were using Salesforce but it had become a monster and rather than continuously being cleansed, data was added to it”,** explained Bernie Hepworth, **“as a result, we had lots of duplicate information which had been making reporting etc. very difficult”.**

With a convoluted sales path, Maintel struggled to extract meaningful insights from their Salesforce data. **“By addressing the complexities in our sales path, we wanted to enhance the accuracy of our reporting on the sales pipeline, making the process more intuitive and manageable for our users”,** Bernie continued.

The goal was to establish a clear lead path and improve lead conversion processes, which will help in maximizing revenue opportunities and boosting confidence in sales data among the team. **“We wanted to optimize our marketing lead conversion rates by ensuring that Sales follows a consistent lead process, reducing the occurrence of duplicates and enhancing efficiency.”** This approach would also facilitate more effective Return-on-Investment analysis for Marketing campaigns.

Moreover, the absence of streamlined communication channels hindered collaboration across departments, impeding overall operational efficiency. **“Much time was spent working in different systems impacting operational efficiency”,** Bernie explained, **“better visibility into team activities and improved resource management for Managers was much needed”.**



The Solution.

Recognizing the need for a comprehensive overhaul, Maintel turned to ZINKT for Salesforce consulting services. **“We used ZINKT for our Sales Commissions and were conscious that any changes could have a knock-on effect with commissions. Therefore, we wanted to leverage ZINKT’s expertise to look at the solution holistically.”**

ZINKT’s approach was rooted in addressing Maintel’s specific pain points. Working within Salesforce Sales Cloud they began by decluttering the Salesforce environment, reducing the number of sales stages to 7, and implementing streamlined processes to automate manual tasks.

ZINKT helped Maintel to meticulously cleanse the data, greatly eliminating duplicates and optimizing fields for better usability. **“The work completed on the sales stages and lead conversion process has fixed a lot of the data problems. Would say overall we’ve seen about an 50% improvement in data quality.”** Bernie confirmed.

They introduced a lead conversion process that provided clarity and structure, ensuring that marketing leads were efficiently nurtured into opportunities. **“The lead path is so much easier now, much clearer and resulting in greater conversion.”**

Additionally, ZINKT facilitated better collaboration by implementing communication channels within Salesforce, enabling seamless interaction among departments. **“Everything is all contained in one place. [We’re] now using the notified department process not just for pre-sales, it’s for bids, for legal, for sales operations – all teams can communicate within the opportunity, keeping a running audit of all responses and activities completed. Now about 90% of our internal go-to-market communication happens within Salesforce”.**

Through these strategic interventions, ZINKT aimed to transform Maintel’s Salesforce experience from a source of frustration to a catalyst for growth and efficiency. **“We are saving 25% of our time due to automated processes implemented, allowing us to focus on more strategic tasks.”**

“The ideas that ZINKT came back with... we would never have thought of as a business, didn’t even know Salesforce could do it. It has been excellent.”

- Bernie Hepworth





The Impact.

The impact of ZINKT's Salesforce project on Maintel was extensive and multi-faceted.

Firstly, the improvements in data accuracy and streamlined processes led to enhanced operational efficiency and productivity. **"Majority of the manual work has been replaced. I would say from Salesforce side of things, a good 90% has been automated."** Bernie estimated and they can now confidently report on pipeline generation.

With a clearer lead path and improved lead conversion processes, Maintel saw a notable increase in conversion rates and revenue generation. Given the confidence they have in the process they have now hired a SDR team knowing the new process will ensure good ROI. **"The ability to hire an SDR team and with a new lead process has had a massive impact"**.

The capability to accurately track marketing campaigns and associated ROI provided valuable insights for decision-making, driving overall business growth. **"Our CEO is now using the data for reporting purposes to ensure we're getting ROI from marketing team."**

Moreover, the implementation of communication channels within Salesforce fostered collaboration and transparency across departments, leading to a more cohesive and aligned organizational culture. **"It has improved collaboration across departments as they are working together from one place rather than separate emails."**

Bernie Hepworth praised ZINKT's efforts, highlighting the tangible benefits realized, including cost savings from avoided Salesforce admin hires and increased confidence in Salesforce data.

"Legal were the only ones using Salesforce to raise a task, now all GTM Teams are using it – Salesforce Lightning has been adopted 100%."

- Bernie Hepworth

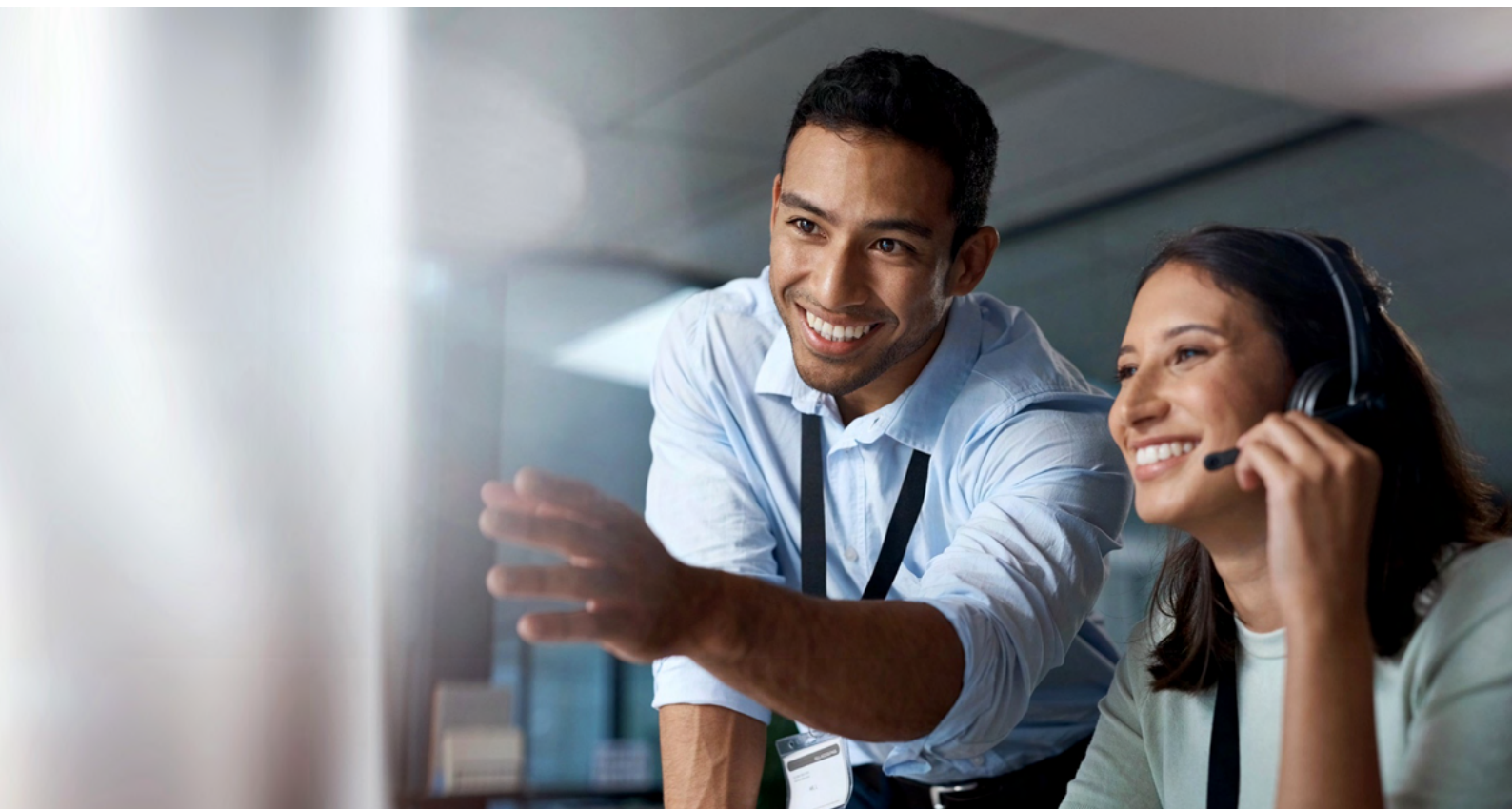
Overall, ZINKT's partnership with Maintel demonstrated the transformative power of strategic Salesforce consulting in overcoming complex challenges and driving meaningful business outcomes. "There are lots of thing within our salesforce environment that wouldn't have happened without ZINKT's input. Not only has ZINKT overcome the challenges that we came to them with, but they have also come back to us with ideas, flagging Salesforce functionality and capabilities that we didn't know were possible." Bernie Hepworth concluded, "The support and work ZINKT has done has been excellent, second to none and I wouldn't want to work with anyone else."

"Any type of business would benefit from this service."

- Bernie Hepworth

If your Salesforce environment is congested, complex and inefficient or you simply need tweaks and changes, ZINKT can provide some great suggestions on how to improve your utilization and maximise your Salesforce investment.

We would love to hear from you. Sent us an email to set up a call: inquiry@zinkt.com



Experience that drives results.

Navigating a Salesforce project demands a partner who's been in your shoes. Our team isn't just familiar with Salesforce; we've lived in it for over 15 years, tackled business challenges first-hand, and turned that experience into a powerhouse of practical, real-world knowledge that we leverage when working with our clients.

We offer a comprehensive range of services to guide you through every phase of the Salesforce journey:

- **Configuration:** Customize Salesforce to match your pricing models and sales processes.
- **Integration:** Seamlessly integrate Salesforce with your existing systems for a cohesive, streamlined experience.
- **Training:** Empower your teams with in-depth knowledge to leverage Salesforce effectively.
- **Ongoing:** We're your partners for the long haul, ready to assist whenever you need us, even after implementation.



Why ZINKT?

★ Building Lasting Partnerships

We champion your cause as our own, fostering trust with transparency and a commitment to your success.

★ Flexible & Efficient

Our services evolve with your needs, ensuring seamless integration with your evolving business landscape.

★ Experience-Driven Insights

Our advisors are former industry practitioners, bringing a wealth of practical knowledge to your Salesforce journey.

★ Comprehensive Salesforce Mastery

Our expertise isn't just broad—it's deep, focused, and constantly evolving to include the latest in Salesforce's ecosystem and ensure you are maximising your Salesforce investment.

★ Ongoing Enablement

Beyond initial training, we focus on empowering you for sustained independence and mastery over your tools.

★ Exemplary Record

We take pride in our heritage of crafting solutions that resonate with the unique dynamics of your business.

★ Tailored Agility

We craft solutions that are as flexible as they are robust, ensuring they adapt to the unique aspects of your business requirements.

★ Transparent Project Management

With our clear Statements of Work, surprises are a thing of the past. We align deliverables with expectations—and your budget.

ZINKT is the perfect partner for your next Salesforce project.
Reach out today. inquiry@zinkt.com