

# FORMA (GCC)(QATAR)

"Salesforce has been instrumental in our digital transformation journey."

SalesForce

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"The streamlined processes and enhanced visibility provided by Salesforce have significantly improved our operational efficiency and customer satisfaction. We look forward to continuing this journey of innovation and growth with EABS IPL - Salesforce."

- WAJIH IDRIS – CO FOUNDER

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## Industry

Manufacturing – Building materials

## Employees

50+ employees, 11 Salesforce users

## Reasons for choosing Salesforce

FORMA GROUP faced significant challenges before adopting Salesforce. Their data was scattered across multiple systems, causing inefficiencies in sharing information and decision-making. Critical workflows heavily depended on manual processes, leading to delays and higher error rates. Additionally, the lack of real-time insights limited management's ability to make timely and informed decisions.

## Key benefits

- **Efficiency Boost:** Automating critical processes slashed administrative workload by 40%, freeing up time for revenue-centric tasks.
- **Collaborative Advantage:** Centralizing data fostered seamless teamwork across departments, fueling quicker decisions and tighter coordination.
- **Sales Impact:** Streamlined workflows and deeper customer insights led to a 30% surge in sales team productivity.
- **Enhanced Customer Engagement:** Leveraged comprehensive customer data to tailor interactions, resulting in exceptional service and personalized experiences.

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Implementation partner:  
Emerging Alliance

