

Innovate with Salesforce

T. Rowe Price



Challenge

As a global leader in the investment industry, T. Rowe Price empowers people and businesses to achieve their financial goals.

With a rapidly expanding business, T. Rowe Price wanted to harness the power of Salesforce Financial Services Cloud to gain a holistic view of all sales activities and drive results.

- The firm was using multiple in-house legacy systems that failed to meet the needs of the sales, service, and management teams.
- To transform the process, the firm required a single system to maximize productivity and grow revenue.

T. Rowe Price wanted the insight and expertise of a well-qualified Salesforce partner to lead the initiative.



Solution

TEKsystems Global Services collaborated with the firm to fully analyze the requirements and design a unified solution. Our team:

- Created technical roadmaps to maximize the initial investment and reduce the overall cost of ownership
- Migrated all pertinent sales information from legacy applications into Salesforce FSC.
- Integrated a large data volume of over 20 million records into Salesforce, including customer, financial, and interactions data.

We delivered a solution to enhance transparency and traceability, powering productivity, customer satisfaction, and revenue growth.

Results

TEKsystems Global Services used our focused agile approach to develop a sophisticated solution and drive business value. Within the first week of go-live, the firm measured the following metrics.



86% user adoption within one week, based on the number of user logins



11,400+ customer interactions logged, including tasks, events, and emails.



1,000+ new leads created



2,200+ net new opportunities added



\$255M increase to the sales pipeline

The solution reduced the overall maintenance cost, while driving continuous product optimization and innovation. With us by their side, T. Rowe Price plans to evolve their next generation of wealth management products via Salesforce to deliver groundbreaking technical and business solutions.