

Case Study: Enabling Global Support & Driving Efficiency with a Scalable Managed Services Model for Food Ingredients Business

Customer pain points

- **Fragmented Support** : 700+ global users across multiple regions struggling with inconsistent support for Salesforce
- **Low Adoption** : Inconsistent user adoption of Salesforce due to lack of structured global support model leading to delayed resolutions and low confidence
- **No Standardized Processes** : Absence of a unified ITSM framework caused delays in issue resolution
- **Limited Visibility** : No real-time reporting or dashboards to track support performance or adoption trends

Solution

- **Dedicated Global Support Team** :
 - ❑ Established Multi-tier support (L1, L2, L3) with 24x5 coverage across geographies.
 - ❑ Expert-managed team deployed to provide continuous Salesforce support and enhancement services.
- **ITSM Implementation** :
 - ❑ Full integration with **ServiceNow** for ticketing, issue tracking, and SLA-based workflows.
 - ❑ Integration with **Jira** to handle escalations and product backlog management.
- **Adoption-Driven Enhancements**:
 - ❑ Proactive enhancements to improve usability and adoption
 - ❑ Regular training and knowledge-sharing sessions
- **Executive Dashboards** :
 - ❑ Custom **Power BI/Tableau dashboards** for real-time monitoring of SLA compliance, ticket resolution, and adoption metrics

Results

45%↑

Increase in user adoption within the first 3 months

99.9%

Uptime for all Salesforce Applications

2K+

Tickets managed following 99.9% response and resolution rate



Features/ Value Delivered

24x5 Tiered Global Support for 700+ users across operations

Integrated **ITSM Stack** using **ServiceNow** and **Jira** for seamless support and enhancement tracking

Robust Reporting Mechanism for **adoption trends, SLAs, and stakeholder insights**

User Enablement & Advisory to sustain and grow **Salesforce platform** usage across business units