

Utilising Salesforce To Its Full Potential: Northcott Global Solutions

The Challenge

NGS Operations and Security teams have used **Salesforce as our CRM platform** for over a decade, but post-covid quickly realised the platform wasn't being used to its full potential, and there was little adoption from other departments in the company, due in-part to the constraints and poor user experience of a platform not designed for our use case. Most colleagues had continued to use Salesforce Classic despite Salesforce Lightning being available for some time. Following discussions with Salesforce it became apparent that to futureproof our operations, a migration to **Salesforce Lightning** was needed promptly.

The Solution

After identifying the need for a more intuitive and futureproof **CRM**, NGS decided to migrate to **Salesforce Lightning**. A pivotal moment came with the introduction of **Salesforce Maps**, which addressed the need for a visual mapping tool. Tether, was brought in to lead the implementation. Our team demonstrated deep understanding of NGS's unique use cases and provided flexible, responsive support throughout the transition.

The implementation included:

- Automation
- Improved reporting access
- Comprehensive training.

“Collaborating with Tether has liberated us from the limitations of an obsolete CRM system that failed to meet our operational needs.”

– Northcott Global Solutions

The Outcome

- Significant improvement in **user experience** across all departments.
- **Increased productivity** due to automation of repetitive tasks.
- **Broader adoption of Salesforce**, with all teams now actively using the platform.
- **Enhanced ability** to track and manage MI without relying on spreadsheets.
- **Faster resolution** of post-deployment issues, minimising business disruption.
- A **scalable CRM foundation** ready for Phase 2: reintegrating Sales and Lead Management.

