

From Gaps to Gains: How SprintZero Unlocked \$3 Million in Hidden Revenue

When a clearly structured Salesforce roadmap closed gaps and generated tangible returns on investment.

Executive Summary

One of our largest clients approached Digital Mass, facing a significant but unclear revenue shortfall. They suspected Salesforce inefficiencies were contributing to the problem. We partnered with their team to conduct a thorough and rapid assessment, identify the root causes, and implement a roadmap for remediation.

Within months, they recovered \$3 million in lost revenue and, in partnership, established a Salesforce foundation capable of supporting future growth, acquisitions, and operational scalability.

Key Results

- **\$3 Million in revenue recovered** through stabilization of work order processes.
- **50+ flows and Apex codebase streamlined**, eliminating redundancies and inefficiencies.
- A custom testing framework has been deployed, enabling rapid and objective validation of solutions and new processes..
- **Center of Excellence (CoE) established** for Salesforce governance and lifecycle management.
- Significantly reduced backlog of support tickets, freeing their internal Salesforce team to focus on strategic initiatives.

The Challenge: Find the Missing Revenue

Our client identified a material revenue gap but lacked clarity on the scale or root cause. Their Salesforce environment, burdened by technical debt, verbal or napkin agreements, and inefficient processes, was the suspected contributor to the issue.

Work order creation failures emerged as a key pain point, directly impacting billing and revenue reconciliation.



Our Approach: An Exit from the Canyon of Technical Debt

1. Rapid Discovery

- Conducted **SprintZero**, which included multiple meetings with cross-functional stakeholders (Salesforce product owners, field operations, technicians, billing, and IT).
- As a part of **SprintZero**, we performed a **FUEL Analysis and metadata audit**, identifying seven major blockers to work order creation.
- Artifacts produced include a **16-foot "Flow Audit" visualization** mapping failure points and system inefficiencies, as well as illustrating the scale of the problem at hand.

2. A Strategic Roadmap for Remediation

We developed and executed a three-phase program aligned with their sprint cadence:

- **Stabilization:** Fixed trigger logic, established test coverage, and deployed the custom framework, Yardstick, to automate testing and ease the lift on their team.
- **Scalability:** Reduced technical debt, established a Center of Excellence, and implemented acquisition enablement processes.
- **Optimization:** Enhanced the Salesforce end-user experience for field technicians and implemented preventative measures for long-term resilience.

3. Embedded Partnership

Rather than operating as a vendor, **we integrated directly into our client's DevOps lifecycle:** joining stand-ups, adopting their tools, and co-owning delivery.

Every deployment was jointly validated, ensuring alignment and shared accountability. There's not a single agile story that hasn't been reviewed by both our client and Digital Mass before deployment.

The Results: Revenue Recovered, Foundation Built

Financial Impact:

- **\$3 million** in missing revenue was identified and recovered.
- Improved accuracy and efficiency in work order management led to additional **cross-sell and upsell opportunities** with their current customer base.

Operational Impact:

- The backlog of help desk tickets has been reduced, allowing our client's Salesforce team to focus on value-added work.
- A standardized governance framework has been refined for Salesforce development and deployment.
- The operational "incident rate" has gone down. There are **fewer problems**. The "days since the last incident" metric continues to rise.

Strategic Impact:

- Salesforce is positioned as a **scalability enabler** for any additional acquisitions and integrations.
- Sales, Operations, and Marketing's perception of Salesforce has changed - increasing adoption, engagement, and **strategic trust**.
- That trust creates stronger collaboration between business and IT teams, enabled by shared tools and processes.
- Our client has trusted, expert Salesforce partners to rely on for guidance, opinions, and forward-thinking ideas.

Key Takeaway:

Through **SprintZero's** structured discovery, targeted remediation, and deep collaboration, we transformed Salesforce from a source of revenue leakage into a platform for operational excellence.

The initiative not only delivered **immediate financial recovery** but also laid a foundation for **sustained growth, effective governance, and Salesforce scalability**.

It's a can't-miss prospect for your business - having a Salesforce org that works for you and not against you. Contact us today, and **let's start with SprintZero**.

Start Today

