



Salesforce Partner
Ōtautahi, Christchurch
New Zealand



Making **Better**
Digital Easy



Who We Are

Hello Better is a New Zealand based Salesforce Partner specialising in SMB manufacturing and tourism, backed by a strong software engineering first capability.

We're one of the few partners in the region who combine deep engineering, custom development, and Salesforce implementation expertise, making us ideal for projects where SMBs outgrow spreadsheets, legacy systems, or basic configuration-only approaches.

Industry Focus & Expertise



Manufacturing

Deep experience serving manufacturing businesses across process automation, workflow management, reporting, data science, data warehousing, portals, and e-commerce.

Our approach helps businesses make the most out of Salesforce functionality by combining software engineering expertise with proven adoption methodologies, going beyond standard capabilities to deliver results.



Tourism

Tourism is a dynamic industry with specific digital challenges: bookings, payments, scheduling, availability management, and real-time coordination.

We help businesses make the most out of their technology investment by building integrated systems that work seamlessly across multiple platforms and APIs, ensuring smooth operations and exceptional customer experiences.

What Salesforce Can Route to Us

We're ideal for 40 - 200 employee companies in New Zealand and Australia that need strong engineering capability and are ready to adopt Salesforce or scale beyond their current setup.

Manufacturers needing Sales Cloud + Experience Cloud + dealer/customer portals

Product-heavy companies needing quoting, CPQ-lite flows, catalogue logic, or automated approvals

Tourism operators needing bookings, payments, scheduling, availability management

Businesses who need modern UI/UX and workflows that make their systems easier to use and improve lead and opportunity conversion.

Salesforce Capabilities



Marketing Cloud



B2B Commerce Cloud



Sales Cloud



Experience Cloud



Service Cloud



Integration/Automation tools



APEX

Case Study

SKOPE

SKOPE is a leading manufacturer of premium commercial refrigeration trusted by hospitality businesses across New Zealand, Australia and beyond. They needed a modern digital platform to keep pace with global brand growth and support dealer network.



<https://skope.com>



A screenshot of the SKOPE ProSpec product page for the PG11UBR4SD Four Solid Door Underbench GN 1/1 Fridge. The page features a dark background with a large image of the fridge on the right. On the left, there is a sidebar with product details, including a 'Get a quote' button, a list of features (5 Year Warranty Protection, SKOPE-connect, SKOPE Funding Available, GEMS Compliant, Natural Refrigerant), and specifications and options. At the bottom of the sidebar are links for 'Resources', 'Favourite', and 'Compare', and navigation arrows for 'Prev Model' and 'Next Model'.

In the first two weeks after launching the site, we saw a 300% increase in end-user leads. This upward trend has continued, with month-on-month growth in lead generation

Claire Norcliffe
Head of Marketing Operations

Our Ideal Customer Profile

Business Size

Small & Medium Businesses
40 - 200 employees

Industry

Manufacturing companies and tourism/
hospitality businesses in New Zealand and
Australia

Key Challenges We Solve

Complex product catalogues and data
processing, order & quote management.
System designs integrate and automate
workflows

Typical Projects

Salesforce Implementation, B2B Portal
development, CPQ and automation,
Integrations with ERP systems, custom
workflow automations

Pricing & Engagement

Hourly Rate

NZD \$180 - 200

Engagement Models

Project based implementations, Ongoing support retainers and Hourly consulting

Our Approach

We focus on delivering measurable business outcomes. Every solution is engineered for scalability, performance, and long-term growth - helping clients attract customers, engage them effectively, and support sustainable growth.

Next Steps

We're actively expanding our Salesforce practice and seeking opportunities to work with SMB manufacturers and tourism businesses looking to leverage Salesforce for growth.



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