

Success Case – Salesforce Development & Support

Client Context

Client is corporate travel management company (TMC) that helps organizations plan, book, and manage business travel efficiently. It combines travel services, technology platforms, and data analytics to manage corporate travel programs for companies.

Environment

Travelers / Corporate Clients

- Online Booking Tools (Concur / Cytric)
- GDS Systems (Amadeus / Sabre / Travelport)
- Integration Layer (APIs / Middleware)
- Salesforce Platform (Sales Cloud / Service Cloud / Marketing Cloud / Analytics)
- Reporting & Insights

Key Challenges

- Production Incidents & Break/Fix
- Release & Change Management
- Integration Complexity
- Data Quality, Migration & Governance
- Performance & Scalability
- Limits & Platform Governance
- Security, Identity & Compliance

Business Outcome

Value delivered

- Case management stability
- Omnichannel support reliability (email, chat, phone)
- Faster response times

Business impact

- Higher customer satisfaction
- Improved retention
- Better SLA compliance

Asteya Approach

- Structured Governance Model
- Health Check & Technical Debt Review
- Integration Monitoring
- Role & Access Framework
- Data Governance Framework
- Release Management Process
- Automation Optimization
- User Training & Adoption Programs
- Performance Monitoring
- Continuous Improvement Roadmap

Solutions Delivered

- Email Automation
- Automated Case Reminder Notification
- Integrated GoTo Connect & CallMiner
- Omni-channel setup (Email-to-Case, Chat, Phone integration)
- API Integrations with Amadeus
- Data Quality Rules & Validation Framework
- Automation (Flows / Apex for incident handling)
- Reporting Dashboards for SLA & Performance