

FORMA (GCC)(QATAR)

"We boosted Sales and Efficiency with Salesforce's Scalable, Insight-Driven Solutions"

Salesforce

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"Salesforce has revolutionized our operations, enabling scalable growth, enhanced customer engagement, and significant cost savings. The comprehensive customer insights and customizable solutions have empowered us to respond to market needs swiftly and effectively."

- WAJIH IDRIS – CO FOUNDER

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Industry

Manufacturing – Building materials

Employees

50+ employees, 11 Salesforce users

Reasons for choosing Salesforce

Scalable Growth: Salesforce's cloud-based infrastructure supports the company's rapid expansion, providing scalable solutions that grow with the business.

Customizable Solutions: With Salesforce, the company can customize workflows and features to match their specific business processes and requirements.

Transparent Pricing: Salesforce provides clear and flexible pricing plans, enabling the company to choose the right package that fits their budget and scales with their growth.

Key benefits

- **Increased Sales Efficiency:** Salesforce's automation and streamlined workflows resulted in a 25% reduction in sales cycle time, boosting overall sales efficiency.
- **Enhanced Customer Engagement:** Personalized interactions and targeted campaigns powered by Salesforce led to a 30% increase in customer satisfaction and retention rates.
- **Improved Collaboration:** Salesforce's collaborative tools fostered better communication and teamwork, resulting in a 20% increase in deal closure rates through coordinated efforts.
- **Cost Savings:** With clear pricing and the ability to scale as needed, the company experienced cost savings by only paying for the features they required, optimizing their ROI on CRM investments.

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Implementation partner:
Emerging Alliance

