



A HEALTH SERVICES TRANSFORMATION ONE COMMUNITY AT A TIME

Magnet360 specializes in supercharging audience engagement—which is why one of the largest national lifestyle improvement companies reached out to them to partner with.

The company was founded with the goal of offering consumers a sensible, healthy way to lose weight and keep it off without a need for gimmicks or fad diets. It had continued its commitment to customers by offering an even greater range of nationally-recognized programs and education that enable individuals to lose as much weight as possible, in a healthy manner, in the least amount of time.

Its unique programs are medically-based and combine a structured diet with physical activity and behavioral coaching designed to change the lifestyles that lead to obesity. This helps people lose weight while they learn the skills they need to keep it off. The programs are available in clinic locations, hospitals, and major medical centers, or as an at-home option.

After more than three decades as a national leader in weight loss and weight management, the company found itself struggling to deliver its messages through the noise in an increasingly crowded, competitive marketplace. In fact,

the whole weight loss category is experiencing significant engagement challenges due to technology disruptors (e.g., Fitbit), gaps in audience perception, and an overall trend toward holistic approaches to health management.

A major challenge the company faced in driving engagement was the brand's lack of a holistic technology platform that would allow them to quickly evolve its programs and outpace competitors. In order to deliver a superior customer experience and offer new capabilities to its clients, professionals, and employees, it needed to completely transform its outdated system.

Magnet360 assessed the company's go-to-market goals and developed an understanding of the brand's important audiences and the journeys they were experiencing. Magnet360 was able to develop a solid understanding of the current-state customer experience and created a vision for a unified experience across all of the brand's client-facing properties. In partnership with the company, Magnet360 developed a supercharged engagement strategy to overcome the challenges it was facing.



Digital Transformation

When Magnet360 began working with the company, it was using homegrown systems that required a considerable number of manual processes to achieve results. It was clear that each of the systems would need to be replaced and automated.

The company's digital transformation began with Salesforce as the CRM. Leveraging its expertise in crafting cross-cloud solutions, Magnet360 deployed Sales Cloud as the engagement layer. Service Cloud would ensure that customers receive the best possible experience on their journeys. The solution was enhanced with the integration of Community Cloud and Marketing Cloud to create and identify audiences, boost engagement across multiple channels, and hone messages more precisely to target audiences.

Magnet360 implemented OrchestraCMS as the solution's content management platform in order to enhance the company's ability to create and tailor the messages audiences would see. Additionally, Magnet360 implemented Salesforce's commerce platform.

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CloudCraze's commerce platform is the most robust enterprise commerce platform and the only one that is native on Salesforce. It allows the company to digitize the buying experience, enable self-service and guide customers towards the products and services it knows will provide the most value for the customer. This increases digital revenue and lowers the cost of servicing customers.

By consolidating all of the brand's business processes into a single, Salesforce-centered solution, Magnet360 led the company on a journey of true digital transformation.



It Takes a Community

The company has multiple audiences, including employees, professionals, and clients. Magnet360 has long recognized the power of communities as a way to define and engage with audiences. Community Cloud is key in driving efficiency and brand growth—especially in conjunction with engagement tools like OrchestraCMS, CloudCraze, and Marketing Cloud. In fact, Magnet360 is a longtime leader in deploying communities for its customers, even prior to the creation of Salesforce's Community Cloud.

Harnessing the power of communities is critical to the company's brand growth. It allows for collaboration, sharing of resources and expertise, along with deployment of resources in an efficient, cost-effective manner. Community Cloud and CloudCraze commerce add considerable value to the company's Salesforce investment, making the platform more powerful while making the brand considerably more agile.

The value of Community Cloud lies in audience engagement. Without making sufficient use of the social, knowledge, and self-service components of communities, a brand can overlook engagement opportunities. This is why the solution includes Marketing Cloud. By utilizing Marketing Cloud's proven automation capabilities to deliver digital content, the company's audiences are more engaged. By automating the communication functions using Marketing Cloud and OrchestraCMS, the company is able to take advantage of the growth and engagement opportunities presented by Community Cloud, and drive more customer value and revenue through the commerce channel with CloudCraze.

OrchestraCMS, the only content management system built 100 percent native on the Salesforce platform, enables the company to deliver an end-to-end digital experience across all its customer-facing and internal channels, including its program site, commerce site, diet community, and diet tracker. It's now able to create dynamic, personalized experiences across devices and channels. Using OrchestraCMS content in conjunction with Marketing Cloud, the brand can engage communities that include prospects, customers, partners, and employees, while leveraging the key Salesforce components like Chatter, data, applications, workflows, security, and Lightning, to deliver unique web and mobile experiences on a single platform.

Marketing Cloud's content delivery capabilities allow the company to engage its audience with the right content at the right time. Community Cloud is the ideal platform for delivering engaging

content that not only adds value to audience's relationship with the company, but encourages communities to engage, participate, and transact along the journey.

What enables such precise targeting are the analytics that the company can derive from Community Cloud usage. Communities offer a comprehensive amount of data that helps complete a 360-degree view of the audience. More complete information creates more specific and strategic opportunities for sales and marketing engagement with the targeted audiences.

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Best-In-Class Sales and Service

The company's digital marketing efforts would be fruitless without world-class sales and service. The CloudCraze commerce platform enables the company to create a seamless, online sales experience for its customers. Going far beyond the transaction, with the CloudCraze component in its solution, the company is able to gather customer feedback, shopping behavior, reviews, and ratings. The combination of CloudCraze, Marketing Cloud, and Service Cloud create the opportunity to create actionable service and marketing opportunities from feedback data. The company can get in front of any customer issues or concerns and address them before a glitch turns into attrition.

The cross-cloud solution that Magnet360 developed for the company largely eliminated manual processes and federated all business processes into a comprehensive, unified, digital solution. By combining the power of Sales Cloud, Marketing Cloud, Community Cloud, and Service Cloud with the ingenuity of OrchestraCMS and CloudCraze, Magnet360 leveraged its industry-leading Salesforce expertise into a streamlined, scalable solution that the company can rely upon into the digital future.

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WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.