

## Entertainment Service Provider Upping The Ante For Excellent Customer Experience With Salesforce

### Industry

Entertainment

### Products & Services

Salesforce Sales Cloud

### Implementation Partner



[www.crm.it.com](http://www.crm.it.com)



The customer is a major digital media and lifestyle company in the industry of digital, TV, radio and ecommerce. The company serves 20M+ individuals in 5M+ households.

### Challenges

- Growing local competition and aggressive marketing of loyalty programs to acquire new customers.
- The existing complex lead generation and opportunity conversion process.
- Definite need of an active directory authentication configuration
- Maintaining and archiving the old customer and data inventory

### Solution

In order to overcome their business challenges the customer chose Salesforce Sales Cloud, the world's most comprehensive CRM solution. Triggers & batches were developed as well and were scheduled to update old records for sharing / locking the edit rights.

CRMIT also developed triggers on Account, User and Custom Objects to update the respective records and also to help sharing those records with other users and locking of the records from editing.

The account and customer contacts were also streamlined for the direct sales advisers to manage and archive all of the old inventory and records. Data Loader were configured to import and load the one-time data and was also scheduled to import those periodically using various java processes.

However, CRMIT was also responsible for active Directory authentication configuration. Table, summary and matrix were designed & developed for business reports and executive dashboards. The documents were updated with

design implementations and Apex Unit Test classes were written which were supported on User Acceptance Testing. Finally, the outbound Change set was built, validated and deployed.

## Benefits

- Potential customers interest were captured and lead generation and nurturing programs were simplified with tasks for respective lead owners
- Direct Sales channel helped in capturing interest shown by potential customers which includes Corporate & Government personnel as well
- Retail Sales helped the Sales Manager to manage Lead and conversion to Account/Contact