



Higher ROI

Birlasoft helps a client achieve higher ROI in Salesforce.com investment through increased solution adoption and user acceptance

Customer Overview

The North America based customer is a diversified family of companies manufacturing a variety of products for Adult Care, Infant Care, Feminine Care, Consumer Paper Products, Bottled Water and Engineered Non-woven Roll Goods serving Retail, Institutional, and Commercial channels globally.

Business Challenges

The client was facing multiple business challenges that included:

- Disparate Sales & Marketing processes resulting in manual intervention and higher turnaround time
- Challenges in streamlining the Processes, Products and Services across business units
- Redundant customer records creation due to lack of data exchange between Salesforce.com and SAP

Highlights

Industry

- Consumer Goods

Project Footprint:

- Implementation of SFDC Sales Cloud
- Workflow and Approval Process Automation
- Salesforce.com and SAP integration for streamlined and on-demand customer and product data synchronization

Birlasoft's Solution

The customer's existing setup was complex and inefficient due to multiple systems functioning disparately. There was a lack of unified processes requiring manual intervention causing time and effectively cost issues. Birlasoft collaborated with the client to understand their systems and implement and integrate Salesforce.com solutions and best practices.

Birlasoft's Salesforce.com expertise helped in working with the client and matched all requirements specified by the client. With Birlasoft's proven Salesforce.com implementation methodology, experience and deep understanding of the Industry, Birlasoft was able to lead the project and streamline the customer's Sales and Marketing business functions.

Some solution highlights are as follows:

- SFDC Sales Cloud solution enables the sales team to manage opportunities, products, generate quotations, and manage contracts with real-time integration with SAP ERP
- Marketing solution for marketing material collaboration with Sales team
- Workflows and Approval processes used to automate many of the current Sales and Marketing manual processes
- SFDC integration with existing ERP to synchronize customer and product data periodically and on demand

Benefits Realized

Birlasoft created a specific Salesforce.com implementation and integration strategy for the customer and completed the entire process in a short period of time.

The key benefits that the customer gained from this migration project include:

- Streamlined product addition, product packaging, and improved quotation process with workflows and approval process and encouraged the business to leverage the benefits of SFDC Sales and Marketing Cloud
- The Sales and Marketing operations on SFDC platform was fortified, ironing out the issues and enhancing the features for better customer experience and delight
- Commendable increase in adoption rate on Salesforce.com as the business team views value addition. Brought back customer confidence and defined the IT roadmap for Salesforce.com for future implementations



RESOURCES

connectwithus@birlasoft.com | birlasoft.com

Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.