Improved field sales productivity and effectiveness with Salesforce

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Leading Financial Software Provider

Customer
Financial Software Provider

Industry
Software & Technology

Geography
Worldwide

Profile
A global application software provider that defines the standard for treasury and capital markets software across financial institutions.

Highlights
- Salesforce implementation replaces legacy in-house CRM suite
- Improved productivity by better access to customer record.
- Socially enabled work force through the use of Chatter
- Reduced number of CRM processes by 50%

CHALLENGES

A global leader in commercial banking and capital markets software solutions was using an legacy, in-house CRM suite that was not delivering the efficiency need in addressing the dynamic needs of their industry.

The existing CRM solution was a combination of multiple stand-alone applications accrued over a period of time. The 'Frankenstein' approach resulted in various challenges that included inefficient reporting services, the inability for sales teams to receive email alerts on leads and opportunities among many, all of which resulted in overall inefficiencies in the lead generation, tracking and sales closure process.

In addition to this, duplicate records also were present that resulted in ownership conflicts, incorrect opportunities, and inaccurate forecasts.

SOLUTION

Lister Technologies deployed the Salesforce CRM with all the necessary tools and applications needed to manage the transition , while maintaining compatibility with some legacy features.

Lister's approach was devised to streamline the existing process helping improve productivity and reducing the number of processes by 50%

Driving the enterprise social network
All opportunity based communications were also routed through Chatter, providing social collaboration features real-time feed updates, user profiles, and information sharing. This resulted in removing other channels of communication in the opportunity lifecycle, thereby reducing confusion and improving cross-team collaboration

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Improved lead qualification

Multiple CRM steps were replaced by stages whose progress was based on completion of pre-defined milestones. This helped in more transparent opportunity qualification and improved short-listing of opportunities.

Legacy Feature Retention

CRM Multiple legacy reporting tools were migrated from the old system to include daily sales alerts, comprehensive view of opportunities based on accounts and regions as well snapshot views of the opportunity as it progresses through the pipeline.

Improved processes, lower time and reduced cost

POST IMPLEMENTATION ENHANCEMENTS

Redundancies and duplicates in the system were identified through algorithms and scripts created by the Lister team. The custom solution eliminated the need for investing in commercial, off the shelf products.

RESULT

With the implementation of the system, the organization saw better adoption and increased productivity gains with teams becoming more collaborative by using Chatter as a social tool. The solution was implemented in less than 12 weeks, on cost. The post implementation work resulted in cost avoidance by not purchasing commercial de-duping solutions