



salesforce

# Leading telecom pioneer transforms customer experience with Salesforce

A leading US telecom company transformed its customer engagement and internal processes by implementing a comprehensive Salesforce solution. This innovative approach resulted in streamlined operations, personalized customer interactions, and significantly improved ROI on marketing campaigns, thus strengthening its competitive position in the market.



#### **About the customer**

The customer is a pioneering telecom company in the United States, known for its innovative services and commitment to staying at the forefront of the telecommunications industry. As a major player in a highly competitive market, they recognized the need to enhance their customer relationship management and streamline internal processes to maintain their edge.



# **Business need**

- Marketing and Sales departments operated in silos, lacking synchronization.
- Customer communication was unstructured and inconsistent.
- Campaign management relied heavily on manual processes.
- Multi-channel campaigns were disconnected, leading to fragmented customer experiences.
- The company struggled to effectively track and analyze customer behavior.





To address these challenges, we developed a holistic approach that leveraged the power of Salesforce's ecosystem:

Implement Salesforce Customer 360 for a comprehensive view of customer data.

Integrate Marketing Cloud with Sales Cloud to bridge the gap between departments.

Develop multi-channel integration for cohesive campaign management.

Create personalized customer journeys using Journey Builder.

Implement advanced analytics for better campaign ROI analysis.

Integrate third-party applications, including inventory management systems.

This approach was designed to not only solve immediate problems but also to future-proof the company's CRM capabilities.



# The solution

Our solution utilized a robust tech stack centered around Salesforce technologies:

- SF Customer 360: Unified customer view.
- Marketing Cloud: Personalized campaigns
- Sales Cloud: Aligned departments.
- Journey Builder: Tailored customer experiences.

We also developed custom features to enhance functionality:

- Advanced search.
- Efficient agent console.
- API integrations (ENTI, MTAS, APPIGEE).
- Robust security controls.

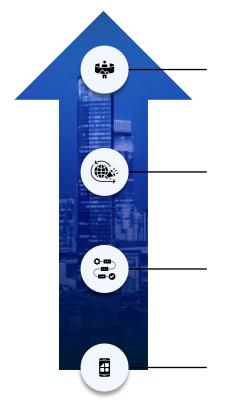
The technical implementation involved:

- Migration from Vlocity to Aura components.
- Use of Omnistudio for API integration.
- Implemented Dataraptor for data management.
  - Designed user interface with Vlocity cards.



# **Impactful results**

The implementation of our comprehensive Salesforce solution yielded significant benefits, transforming the telecom company's operations and customer interactions:



#### **Enhanced customer understanding**

- 360-degree customer view.
- · Personalized communication at scale..

#### **Optimized marketing**

- Integrated multi-channel campaigns
- · Analyzable ROI.

#### **Streamlined operations**

- Single source of truth with unified agent experience.
- · Efficient query resolution.

### **Seamless integration**

- Connected third-party applications.
- Advanced search features and unified SF environments.





# The transformation

By leveraging data-driven insights, we created a cohesive customer experience that strengthened brand perception and market position.

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