



Personalization of Service & Community Experience with 36% Jump in Sales Productivity



Insight

A leading data storage solutions provider faced challenges with customer collaboration and experience, data integrity and analytics, lack of 360-degree view of customers and customizable reports to align with goals.

Forsys in collaboration with Salesforce enabled the client to align all of its sales, customer/dealer service and community operations and build a connected community to track performance and share customizable dashboards and reports with management. This resulted in a ~36% rise in sales productivity, ~26% jump in deals, and ~28% growth in sales revenue.

Industry

Computer Hardware
Manufacturing

Revenue

\$100+ M

Employees

40K

Headquarters

California, US

Business Challenge

The client's current customer community portal wasn't user-friendly because it didn't allow easy search & self-servicing functionalities, quick collaboration & sharing of ideas and questions.

Also, the service team wasn't able to build and compile real-time reports that impacted decision making, tracking of cases and customer data for a 360-degree view of the customer.

Transformation Journey

Forsys aligned all of the client's sales, customer/dealer service and community operations and removed the collaboration roadblocks using Salesforce Service Cloud and Community Cloud. We used a targeted approach to ensure the implementation happened as per the proposed plan and timeline.

The key highlights of the approach to the solution are:



Streamlining of customer/dealer service operations using SFDC.



Replacing the current legacy system with a new community forum that allows querying, posting and answering questions, and promoting articles.



Implementation of a community landing page using custom Visualforce pages.



Customization of reports and Installation of reporting app.

Impact

Since the go-live, the client has witnessed the following:

- **~36% improved sales productivity.**
- **~26% more deals closed.**
- **~28% sales revenue.**
- **~38% improvement in forecasting.**
- **Improved collaboration (using live chats) between community members.**
- **Resolved cases and queries faster.**
- **Reduced maintenance costs & transparent data transactions.**

About the Client

The client is a global data storage company. Since 1979, the California-based organization has been creating precision-engineered data storage technologies that deliver superior capacity, speed, safety, and performance.

Solution Components

Salesforce Service Cloud, Salesforce Community Cloud