

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.



Our approach

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.

Connect with us: digital@infovision.com