

CASE STUDY



INDUSTRY

Automotive

Customer is an Indian multinational automotive manufacturing corporation headquartered in Mumbai, is one of the largest vehicle manufacturers by production in India

Value Creation Modules

Support & Adoption

We resolved the issues of lead sync from different systems, which was the major pain area

System Stabilization

Along with the steady state support, teams also executed the backlog and defined module enhancements

Integrations Stabilization

We executed the integrations with Elision, MMFSL and WhatsApp BOT

Data Model Optimization

We did system audit and recommended the system optimizations required along with streamlining the sandbox data.

Best Practice Consulting

We suggested best practice and approach to utilize the existing platform capabilities

Point to point Integration

with multiple system using REST based APIs.

Personas



- Project Manager
- Team Lead
- Functional Consultant
- Integration Architect
- Application Engineers

Products & Technologies Used



sales cloud



service cloud



Digital
Engagement

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CHALLENGES

- Multiple vendors which is difficult to manage.
- Lack of single point of contact.
- Lack of requirement traceability and change documents
- Lots of pending backlogs.
- In efficient management of downstream orgs.
- Cluttered data sets.
- Non utilization of OOTB features and flows
- Broken integration causing loss of leads/ increased response time.

- Managed service with POD model to ensure timely resolution of support tickets and culmination of identified backlogs
- End to end technical audit of configuration and customization were conducted to identify the optimization areas.
- Sanity of data was conducted and elimination of duplicates

- Upgradation of workflows to lightening flows to optimize the system
- Functional consulting and Program Management
- Automation and manual fix of legacy data
- Trainings to the end user and management team.



SOLUTION



BENEFITS

- Reduced timelines for resolving tickets, better analysis and improved planning sessions via Salesforce reports.
- Better utilization of the system
- Correct reporting avoiding duplicate data.
- Re-alignment of the downstream orgs.
- Better adoption of the system by the business user by virtue of onsite trainings, content and handholding
- Better adoption and data quality
- Faster closure on backlogs
- Increased adoption of OOTB features.