



Case Studies for

Software & Hi-tech

Unified territory management to capitalize on revenue, growth and partnership opportunities



The Challenge

Successful global companies rely on Territory Management processes to manage sales, accounts and growth accurately and effectively. Our client relied on multiple legacy systems for territory and account data, with multiple manual processes and low visibility into historical data for insights and account planning. This made overall system management extremely difficult, constrained the client's territory planning and modeling capability, and impacted overall efficiency, productivity and sales activity.

The Solution

Persistent worked with the client to utilize Salesforce's Enterprise Territory Management to create a single source of the truth for sales territory and account data, with the platform housing master data for accounts and sales coverage planning, eliminating data duplication or manipulation. The platform is designed to allow for audit logs on territories, accounts and user assignments, with automated and manual assignment functions available.

With this new solution in place, users can take advantage of quickly created "what-if" scenarios for territory modeling using the Territory Planning tool, as well reduced complexity in managing territory assignments.

The Outcome

To date, more than 1,000 users are utilizing the solution developed by Persistent and Salesforce for improved Territory Management — based on initial success in two regions (US and Canada), the solution was implemented in eight additional regions. Users can create, design and assign territories in a logical and scalable manner, providing a more holistic approach to effective sales and account assignment and coverage.

In addition, the solution provides users with new capabilities in tracking, reporting, historical data analysis, ROI analysis of territory performance against a set of pre-determined parameters or thresholds (revenue, growth, activity, etc.) across 10 regions and more than 200 territories. The solution has generated an increase in sales, a decrease in overall costs, a savings in time required to manage territories and accounts, and a substantial improvement in customer and territory coverage.

The client is one of the industry's premier consumer electronics companies and one of the world's most recognizable brands with leading positioning in smartphones, laptops, wearable devices, applications, fintech and other areas.

Software & Hi-tech

US

Mulesoft

Sales Cloud

Strengthening partner relations with Salesforce CRM and experience cloud

Creating Engaging Partner Experiences and Collaboration Through Integrated Data and Management

Software & Hi-tech

US



The Challenge

Our client struggled with managing partner relationships due to a mix of multiple web applications and manual processes. Collectively, this hampered effective communication and collaboration for the client, its partners and their end customers, with a disjointed and disappointing user experience that impacted efficiency and potential revenue from leads, opportunities and deals.

The Solution

Persistent and Salesforce worked together with the client to create a centralized, streamlined and efficient experience for the client's partner ecosystem, with a solution built using Salesforce CRM and Experience cloud. The new partner portal provides a single gateway to a suite of capabilities and services that will drive better engagement between the client and its partners.

Services will be tailored to partners according to their specific needs and relationships with the client, so the client and individual partners can remain aligned on their joint goals and strategies, driving better partner engagement and ultimately opening up new opportunities for revenue growth. The portal will evolve over time, adding new services and capabilities according to partner needs and market trends, and all built on Salesforce's scalable infrastructure.

The Outcome

With a single front door for partners, the client is already experiencing a substantial rise in partner engagement, with plans to improve the partner onboarding process with centralized data management, streamlined

lead management and lead SLA processes to help with new business generation or expansion of current business, and provide access to more accurate in-time reporting and analysis through dashboards and tools.

Mulesoft

Experience Cloud

Creating a centralized command center to improve collaboration on sales activities

The client is one of the industry's premier consumer electronics companies and one of the world's most recognizable brands with leading positioning in smartphones, laptops, wearable devices, applications, fintech and other areas.

Software & Hi-tech

US

The Challenge

Sales data and information must be integrated and connected in a way that allows for optimal management, analysis and action among users. For our client, sales-related information was distributed across different systems, denying users of a seamless experience with a lack of proper data insights and personalized user interfaces. These systems also did not provide for integrated reporting or support for local languages.

The Solution

Persistent and Salesforce collaborated with the client to create A360 for End Customers, a command center where key account information converges and serves up curated persona-based views to analyze business and drive actions to drive revenue and growth.

The solution provides more extensive insights into various sales accounts and creates milestones and notifications

within various business processes so users can be made aware of important account actions and occurrences. It also employs embedded dashboards to visualize aggregated CRM analytics data within Salesforce, and component visibility to provide better and specific contexts to users and channel partners, with configured multi-language support for user experiences.



The Outcome

Working with our client, Persistent and Salesforce created a command center that serves as single source of truth so users can easily access data from various sources including sales, sales finance, programs and operations, as well externally public-facing data. It improves collaboration on sales activities by providing visibility to cross-functional initiatives, status checks and corresponding outcomes.

The solution provides a single tool for sales leads to manage daily, weekly and quarterly sales processes and actions, and gives sales leadership and teams contextual information and insights on activities and performance — all of which drives growth initiatives and better user experiences.

Mulesoft

Sales Cloud

Enhancing customer experience with centralized CRM for Australian home appliances brand

Breville

Founded in 1932, Breville delivers best-in-class kitchen appliances to over 70 countries worldwide.

Software & Hi-tech

APAC

The Challenge

To enable real-time visibility into global operations and enhance customer experience through a centralized CRM system and live chat solution.

The Solution

Persistent leveraged Salesforce to set up an integrated, one-stop solution that provides a 360-degree customer experience leading to faster support, better service and eventually, more business.

The Persistent team implemented Salesforce Service Cloud to improve service process efficiency and boost productivity of Breville's call center agents. Using Lightning Service Console, support agents are able to anticipate what customers need and hence manage cases faster.

The solution tracks customer complaints received through multiple channels — web, social, phone, and manual — and assigns them to respective regional support teams. It also equips service agents with tools to create and handle cases from comments received on Breville's social media channels.

Emails that the support teams receive are also auto-converted into cases and resolved quickly.

Persistent also enabled a Live Chat window that allows customers located across four continents to interact with Breville support agents for resolving issues they face.

Persistent also created partner communities for retailers and service centers to facilitate an effective medium of communication between the client and its partners. Communities also helped in making self-help tools available to third party vendors and service repairers.

By leveraging Salesforce AppExchange, integration with multiple carrier services was possible in line with the brand's strategy of delivering innovation based on customer insights.

The Outcome

With end-to-end service cycle visibility, Breville can connect with customers across all locations through a single environment. Seamless, multi-channel customer support has enhanced

user experience and resulted in an exponential increase in the brand's digital presence. Intuitive, user-friendly customer support system has improved service turnaround time and agent productivity.



Service Cloud



Accelerating time-to-market with seamless omnichannel experience for US multimedia leader

For over 30 years, this client has been a leading provider of software and integrated solutions for audio and video content creation and management, catering to the entire value chain in the global media industry.

Software & Hi-Tech

US

The Challenge

To deliver seamless omnichannel experience for eCommerce customers through a scalable, reliable and flexible B2B and B2C e-commerce platform, providing 360-degree customer view.

The Solution

Persistent leveraged Salesforce Commerce Cloud and Community Cloud to unify user experience across different B2B and B2C customer touchpoints through an improved and unified responsive design UX.

This resulted in comprehensive support for e-commerce functionalities like storefronts, product bundles, pricing, promotions, service orders, payment gateway, checkouts, etc. Using flexible configurations like multi storefronts, multi-language translations, and multi-currencies, the Persistent team was able to simplify processes, personalize buying experiences, and drive conversions.

Persistent helped the client deliver seamless omnichannel experience with guided selling and 360-degree view of customer data by integrating processes and data. The client could easily deliver connected and cohesive customer experience from product discovery to product delivery by leveraging a single source of truth.

The Outcome

Salesforce Sales Cloud and Commerce Cloud implementation provided bulk ordering support, increasing sales revenue up to 40%. The client enhanced customer communication services and achieved 25% reduction in customer service channels like phone or email for placing orders. By enabling new products and SKUs with bundles, pricing and promotions, the client was able to accelerate time-to-market and adapt to changing customer demands.

Commerce Cloud

Community Cloud

Service Cloud

Sales Cloud



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

persistent.com/salesforce →

Our Salesforce Expertise

End-to-End Marketing	Sales Automation	Omni-Channel CX	Digital Commerce
Branded Engagement Platforms	Industry Cloud Implementation	MuleSoft Integration	Proprietary Solutions

Our Industry Expertise

Healthcare & Life Sciences	Banking & Financial Services	Software & Hi-Tech	Industrial & Manufacturing
Media & Entertainment	Retail & Consumer Products	Non-profits	

Our Partnership at a Glance

7,100+ Certifications	1,400+ Joint Projects	5/5 CSAT Score	300,000+ Trailhead Badges	18+ Years of Successful Partnership
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Why Persistent Global Salesforce Practice?

Quantity Bank on our increasingly growing revenue size, employee pool & certifications	Quality We maintain a consistently high CSAT Score coupled with top analyst ratings	Footprint We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
Price Various pricing models ensure our clients find a suitable plan, every time	Innovation & Knowledge Leverage our unparalleled industry and product knowledge	Speed & Agility We offer competitive time-to-market, flexible project approaches and agile processes