

A leading digital media company increases sales revenue potential by selling more with Sales Cloud

Industry

Media and Entertainment

Products & Services

Oracle Sales Cloud

Implementation Partner

CRMIT Solutions



Specialized

Oracle Sales Cloud:
Oracle Fusion CRM
Cloud Service Solutions

“CRMIT helped us in aligning our sales processes”.

The client is Australia's leading digital media companies. They provide complete solutions in display advertising, social media strategy and management, blogger outreach and content creation to connect customers with a wide range of premium and influential audiences.

CHALLENGES

- Maintenance of transactional data related to customer, opportunity and Insertion Order (IO) was in spreadsheets or hard copies.
- Maintenance and sharing of product details among the representatives in a separate document (such as a PDF) as per the publishers request.
- Insertion Orders that are critical to the sales process were generated manually by keying in each opportunity data to another system before sharing it across with customers.

SOLUTION

- Centralized customer repository for a 360 degree view of customer.
- Integration of Quoting solution with Sales Cloud to enable PDF quote generation.
- Integration of Outlook and Sales Cloud Mobile with Sales Cloud to make sure time spent on system is reduced significantly.
- Building the sales pipeline and forecast analysis.
- Enablement of Oracle Social Network.

BENEFITS

- Centralized customer repository for a 360 degree view of customer (segmentation with key contacts, their roles, and commercial information like leads, opportunities & interaction history).
- Reduction in manual effort of duplicate data entries thus resulting in minimal errors.
- Quoting solution enables sales reps to generate a PDF quote along with billing schedules from Sales Cloud thus improving the user adoption.
- Sales reps interactions with customers on new product introductions & adoption trends were optimized.
- Sales Performance management enabled sales team on-boarding process easier and quicker.

- Faster access by sales reps of essential sales functionality & critical information even when offline.
- Outlook integration & mobile application reduces time spent by sales reps in updating the system.
- Oracle Social Network (OSN) facilitated contextual, real-time collaboration within the organization among sales representatives leading to smarter decisions & consistently better results through improved efficiency and better customer experience.
- Custom built customer pipeline & forecast analytics provided granular understanding of customer's preferences & allowed sales management to execute real-time decisions.
- Facilitation of customer to adopt transformational SMAC technologies to discuss industry challenges and gain competitive advantage with minimal IT footprint.