

## Sales Process Automation empowers an American Freight Brokerage company's sales team extremely customer focused

### Industry

Logistics

### Products & Services

Oracle Sales Cloud

### Implementation Partner

CRMIT Solutions



**Specialized**  
Oracle Sales Cloud:  
Oracle Fusion CRM  
Cloud Service Solutions

*“The integration of Oracle Sales Cloud, esp. with likes of Microsoft Outlook, helps us closing deals faster”*

The client is a leading Supply Chain Consulting and Freight Brokerage company. They utilize state-of-the-art technology that helps in optimizing the movement and storage of information between customers and carriers.

### CHALLENGES / REQUIREMENT

- Implementation of Oracle CRM system in accordance to the Industry best practices thus catering to the customer's requirement and expectations.
- Customer Sales Process not supported by Oracle Sales cloud out of the box.
- Unified view of the sales team on both web interface and Outlook.
- Manual maintenance of lead information.

### SOLUTION

- Built groovy scripts to automate various business processes such as conversion of a lead to account and quick preview of notes.
- Configuration of Sales Cloud with Outlook.
- Setting up of import templates and mass import of leads helps in getting over the manual update.

### BENEFITS

- Lead qualification improved by over 60%.
- Sales process automation provided a highly customer focused sales team that helped in improving customer relationship by up to 25%.
- Sales Cloud's in-built data quality feature facilitates the maintenance of a clean customer and contact information which provides actionable insights to sales teams thus delivering better customer experience.
- Outlook integration reduced the time spent by sales reps in updating the system.
- Sales Performance management enabled sales teams on-boarding easier and quicker.
- Facilitation of customer to adopt transformational SMAC technologies to address industry challenges and gain competitive advantage with minimal IT footprint.