Company:
CRMIT Solutions

Key Person:
Vinod Reddy
Founder & CEO

Description:
A preferred Salesforce partner for digital transformation solutions to deliver Customer 360

Website:
crmit.com

Top 25 Salesforce Solution Providers - 2019

Business marketing strategies have been evolving at a significant pace in the past few years considering the swift market changes. One of the most prolific changes has been customer expectations. 80 percent of customers now believe that the experiences they get from a brand across all touchpoints are equally important as its product and services. Today's business landscape is completely driven by savvy customers as they are empowered with more options, more offers, and more access to information.

As such, choosing a solution that focuses on the customer is a must. Salesforce, providers of the world's leading customer relationship management (CRM) platform, know how to put customers first, and the company has used that knowledge to construct solutions that make it possible for businesses to build positive customer experiences across every channel. Salesforce makes it easy to pair customers with the products and services that will keep them coming back. With special offers tailored to individuals, offered across mobile, social media, and more, Salesforce helps businesses show their clients just how important they are. Additionally, Salesforce gives employees the tools they need to be successful. With data-driven, real-time product insights, service representatives can establish rewarding customer relationships quickly. Likewise, management and training tools help ensure that employees are productive and effective—assisting shoppers and promoting company interests on all fronts.

To assist CIOs maneuver in the right direction while adopting Salesforce solutions, a distinguished panel of CEOs, CIOs, VCs, and analysts along with the CIO Applications editorial board has selected the leading Salesforce solution providers. The companies featured here demonstrate an ability to develop innovative techniques combined with outstanding customer service.

In our selection, we looked at the vendor's capability to fulfill the burning need for cost-effective and flexible solutions that will add value in implementing Salesforce solutions.

We present to you "Top 25 Salesforce Solution Providers – 2019."

CRMIT Solutions

Pushing the Envelope in delivering Customer 360++

According to a recent study conducted by McKinsey & Company, an average shopper touches more than 900 digital touchpoints to gather a holistic product or service before buying in. Digital-savvy buyers are known to do their homework and stay prepared with their choices even before stepping into a store. In order to make better sense of this advanced customer journey, most enterprises seek a 360-degree view of their customers.

The more comprehensive a data collection process is, the more fine-tuned the persona planning will be—regardless of whether it's a sales, marketing or service-driven process. Building this gigantic pool of consumer information has remained paramount for businesses to thereby deliver hyper personalized customer experience. Driven to unleash this potential with a mission and passion to make customers successful, Vinod Reddy, incorporated CRMIT Solutions.

In an interview with CIO Applications, Vinod Reddy, founder and CEO of CRMIT Solutions—one of the pioneers in delivering digital transformation consulting and solutions—shares how his company has helped profound transformations of businesses to fully leverage the opportunities of mixed digital technologies—legacy or modern—and their accelerating impact to future business.

How is CRMIT Solutions enabling its clients to attain "360-degree view" of their customers?

Access to a customer's real-time profile, including legacy or last mile information has always remained an integration nightmare for businesses. Achieving that view has been on the wish list for over a decade, although many large businesses have come reasonably close. To this day, data is still housed in old-fashioned silos, inaccessible from one product group to another.

Even with integrated systems, matching records and then syncing and reconciling data seems somewhat convoluted. Earlier in 2018, Salesforce made two major announcements, the launch of Customer 360 ID and its acquisition of Mulesoft—an application network platform. Complementing these recent announcements, CRMIT's Customer 360++ isn't exactly new, but its execution will be different. Here's the master plan.

**Vinod Reddy,
Founder & CEO**

CRM systems are increasingly used as the system of record and more often the data in the system is not managed as a strategic asset. With every change of leadership in sales, marketing or customer support, there is typically a blurring of semantics. Consequently, the last mile adoption of front line users has challenged many CIOs in surfacing a clear 360-degree customer view.

As a preferred Salesforce partner with over 200 certified CRM consultants, our Customer 360++ initiative is aimed at gaining consistent, seamless, and unified cross-channel experience for businesses. Customer adoption, retention, and CSAT have always remained common—yet paramount—

for enterprises as well growing organization. What brings this together is meaningful data along with data insights, regardless of where they reside.

CRMIT's Customer 360++ initiative covers a host of field sales and service accelerators, namely FieldSalesPro and FieldForcePro, and AI-driven smart email and chatbots. Through Customer 360++, our clients have continued to enjoy the advantage of a tailored Salesforce Customer 360 solution.

> # Our Customer 360++ initiative is aimed at gaining consistent, seamless, and unified cross-channel experience for businesses

In your interactions with CIOs of leading companies, what sense do you get of the challenges they face now in the Salesforce solution space?

While Salesforce solutions have significantly helped companies migrate to a "single source of truth" information architecture, often, the data in those systems are not managed as a strategic asset. With every change of leadership in sales, marketing, or customer support, there is typically a blurring of semantics. Consequently, these mission-critical datasets are not readily being adopted by salespeople, service personnel, or any other frontline employees, and the notion of a 360-degree view of customer data remains unresolved.

Please walk us through CRMIT's Enterprise Incubation Lab and how it offers enterprise-grade research and investments to incubate disrupting technology?

Our Enterprise Incubation Lab (EIL) is a strategic program, focused on enhancing organizational capabilities by leveraging high-end engineering talent and best-in-class infrastructure. Our co-innovation plan is constantly encouraging several cutting-edge pieces of research that are focused on a new process, product, and application development to meet customer and market needs.

In fact, Customer 360++ is one of its largest projects to this day. This remains one of the most critical projects, considering the uphill tasks of bi-directional data flows across the business units. Today, by leveraging the power of Customer 360++, customers are unleashing new ways to create and manage connected customer experiences that surface the most recent information to appropriate roles in real time.

Could you cite a case study describing how you have enabled clients to overcome hurdles and attain desired outcomes with your innovative array of solutions?

One of our most recent success stories has been around our last mile product innovation, FieldForcePro, a field service management solution (available on AppExchange). The solution includes last mile processes viz. work order management, intelligent scheduling and dispatch, route optimization, and real-time tracking of technicians. FieldForcePro is an outcome of inordinate ideation and incubation.

A media insight and information company recently chose to deploy FieldForcePro to improve the field scheduling and dispatching capabilities and optimize their workflow. By employing our system, the company was able to monitor a 25 percent reduction of its operational cost, fuel consumption, and spare hours, with improved inventory management. Alongside, the company also leveraged BI connected tools to gain valuable insights into their business process management, which helped them boost on-field productivity by 39 percent.

What does the future hold for your organization?

We take pride in understanding our customer's business and deliver short-sprint programs to resolve their problems while not undermining their long-term stability. We bet our future on the Customer 360++ initiative, which is a last mile extension to various Customer 360 platforms. The Customer 360++ initiative covers a host of sales and service accelerators including FieldSalesPro and FieldForcePro respectively, while our expansion programs are largely focused on building an AI/ML practice to deliver intelligent and meaningful data insights with products viz cognitive email workbench, chatbot, and predictive marketing. CA