

CUSTOMER EXPERIENCE

LEVERAGING THE SALESFORCE PLATFORM TO DELIVER PERSONALIZED, DATA-DRIVEN AND OMNICHANNEL CUSTOMER EXPERIENCE

By 2020, customer experience will be the leading brand differentiator for companies, considerably more important than product and price.*

The new-age customer wants you to proactively know about them, understand their specific needs, connect through multiple channels, and provide personalized services.

Nagarro comes with proven expertise of designing Salesforce systems with customers as the focal point. We start by creating a 360-degree customer view, enabling your sales, service and marketing teams to speak a common language and not work in silos. Customer information including past activities, conversations, purchases, omnichannel behaviour is utilized to derive insights and create personalized interactions with your customers.

WHAT **BUSINESS CHALLENGES** ARE HOLDING YOU BACK?



DO YOU HAVE A 360-DEGREE CUSTOMER VIEW ACROSS YOUR SALESFORCE LANDSCAPE?

One of our clients was facing challenges as the sales, service and marketing teams worked in silos and lacked a unified customer view. Nagarro re-structured the Salesforce Service Cloud across channels, strongly integrated with Sales Cloud and Marketing Cloud to create a 360-degree customer view for personalized customer conversations.

ARE YOU USING SALESFORCE CLASSIC AND WANT TO MIGRATE TO SALESFORCE LIGHTNING?

Leveraging our Lightning migration best practices, Nagarro generated a lightning assessment report of the client's landscape. The findings were utilized for org refracturing and functionality creation. With a primary focus on user adoption, the transition to Salesforce Lightning was performed based on user profiles.



DO YOU WISH TO REDUCE YOUR TURNAROUND TIME FOR SERVICE TICKET RESOLUTION?

For one of our clients, Nagarro streamlined the customer support processes and created the service console for a 360-degree customer view, along with a structured knowledge management system. This resulted in 30% reduction in service ticket resolution time. We also designed an omnichannel and user-friendly customer self-service portal to reduce the load from the service agents.

CAN YOUR SALES REPS GENERATE ACCURATE AND CUSTOMIZED QUOTES EFFICIENTLY?

Nagarro collaborated with one of its clients to implement Salesforce CPQ for product bundling, quote configuration and renewal opportunity creation. Advanced approvals were configured for smart and parallel approvals across business units. Adobe Sign was configured for signing the order form, along with order integration with SAP using Dell Boomi.



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ARE YOU ABLE TO DERIVE DATA-DRIVEN INSIGHTS POWERED BY SALESFORCE EINSTEIN?

For one of our clients, Nagarro leveraged Salesforce Einstein to develop dashboards and lenses for account planning, opportunities, and sales. Users were provided with dynamic, scalable, interactive and UI-rich dashboards. The platform also enabled users to check how their projects are performing and their contribution to the company's growth.

ARE YOU LEVERAGING THE SALESFORCE PLATFORM FOR SOCIAL MEDIA MARKETING?

For one of our clients, Nagarro implemented Salesforce Marketing Cloud and leveraged the Salesforce Social Studio to consolidate client's social media network across Twitter, Facebook, Instagram, LinkedIn and YouTube into a single platform. Customer information was integrated with social persona to analyze customer behaviour and real-time trends were analysed and acted upon.



HOW ARE YOU MANAGING DEVOPS ON THE SALESFORCE PLATFORM?

Nagarro helped one of its clients to set up the CI/CD framework across a complex landscape with 13 different Salesforce instances, multiple environments and various technologies. Pipelines were set up and deployments are now managed across the week. VSTS/Github was used for code check-in and management across the environments.

ARE YOU LOOKING FOR A RELIABLE PARTNER FOR SALESFORCE MANAGED SERVICES?

For one of our clients, Nagarro provisioned a managed services model comprising of 30+ personnel, providing L1/L2/L3 services across multiple geographies and time zones. We streamlined processes, applications, security, and knowledge base. Our services resulted in 70% test automation and 20% reduction in failed deployments.



LET'S GET STARTED



SALESFORCE PRODUCT DEMO

If you want to see an overview of Salesforce functionalities and how it can address your needs, we can help you!

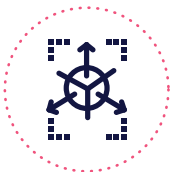
Nagarro's Salesforce practice has built standard product demos on Sales Cloud, Service Cloud, Marketing Cloud, CPQ, and Community Cloud. We customize our demos as per your specific requirements and showcase an interactive demo to your team. We also provide 15-day hands-on access to demos, powered by our consultants.



SOLVING COMPLEX PROBLEMS WITH SIMPLICITY

Are you facing any challenges in your Salesforce ecosystem or in an ongoing Salesforce implementation?

Solving complex business problems with simplicity is one of Nagarro's key differentiators. We will rope in our experienced Salesforce consultants to take a deep dive into your challenges and provide possible solutions. We will also provide our recommended solution, best practices, and an implementation approach.



PROTOTYPE DEVELOPMENT

Are there any items in your Salesforce roadmap which you have not been able to focus upon due to ongoing activities?

Nagarro's Salesforce practice will collaborate with your team to identify product requirements, create prioritized use cases and designs in one to two days of fast-paced ideation workshop. We will create a working prototype in a matter of weeks, validate the prototype through an interactive demo, and take feedback for further refinement.



THINKING BREAKTHROUGHS WORKSHOP

Do you want to be a step ahead of your competitors and identify some innovative use cases on the Salesforce platform? Or, evaluate your Salesforce architecture and processes against industry best practices?

Nagarro provides a platform and framework to put ideas into practice. We come with a proven innovation toolkit and a structured framework to curate and validate ideas. User empathy, team collaboration, and iterative creation guide the ideation processes to experience innovation as a team sport.

Depending on the workshop scope, we leave you with concrete deliverables - streamlined process maps, high-level architecture, book of innovative ideas (including technical feasibility, KPIs and ROI)

CUSTOMER TESTIMONIALS

The first highlight of working with Nagarro is that they are knowledgeable. We were looking for a partner to help us with things we didn't know and Nagarro is being able to do that. The second thing is being agile. Things have been delivered as we expect, when we expected then and with high quality. And the third is understanding. Carefully thinking about the questions and make sure you have the answers before you deliver the outcome.

Neil Macdonald

"With the outstanding support, professionalism and commitment of Nagarro's SFDC team we achieved this thrilling milestone to switch to our new, fully integrated customer service platform today. This true international project with teams from Hanoi, Paris, Vienna, Bellevue and Gurgaon will allow us to gain further customer insight and drive our business growth."

Werner Huss

"I have never seen the dedication and commitment towards client satisfaction that I have seen from the Nagarro team... ecstatic with the creative solution that pinpointed the requirements and thrilled with the short time it took them to turn it around. My Blackbaud team is pleased to work alongside these guys and look forward to a continued partnership with their team."

Rheagan Timmerman

AMERICAS

EMEA

ASIA-PACIFIC



6,000 EXPERTS ACROSS 21 COUNTRIES

Nagarro drives technology-led business breakthroughs for industry leaders and challengers. When our clients want to move fast and make things, they turn to us. Today, we are 6,000 experts across 21 countries. Together we form Nagarro, the global services division of Munich-based Allgeier SE.

nagarro

THINKING BREAKTHROUGHS