

INDIA CUSTOMER SUCCESS



Salesforce Customer 360

Trusted. Intelligent. Integrated. Sustainable.



Dear Trailblazer

We are in the middle of a Customer Revolution. Everything about the customer is changing.

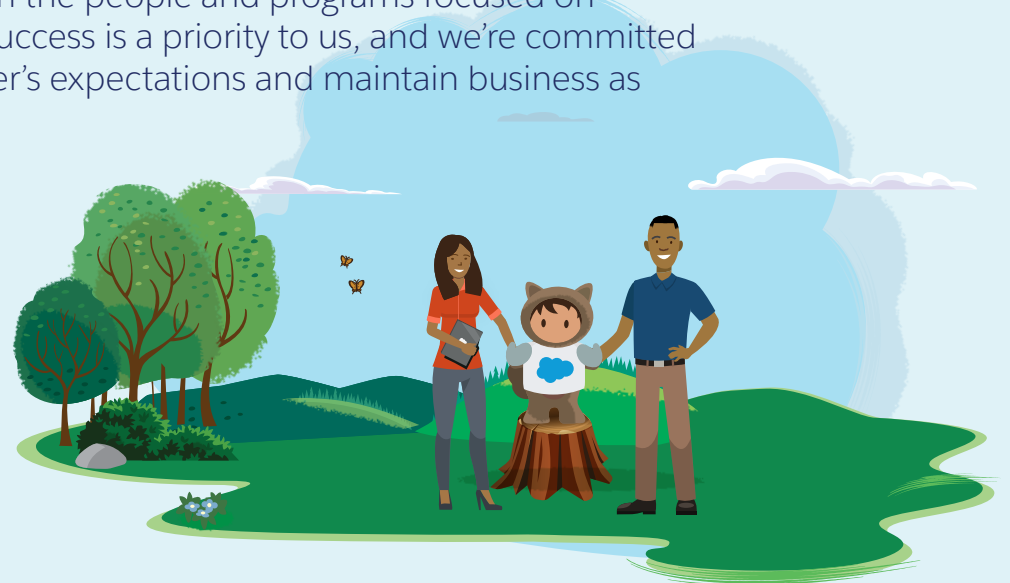
The digital transformation imperative has never been stronger, recognising that what we do to drive customer success is different today to what it was yesterday. In a marketplace that's evolving at a speed like we've never seen before, customer-centricity is the key to a prosperous future.

The **Salesforce Customer 360** has helped businesses build a customer-centric strategy so that they can create and deliver the personalised, digital-first experiences that customers today expect. Different businesses and industries are operating at different paces, but we are all on a path forward, together, to a stronger tomorrow. At Salesforce, nothing is more important than trust, and the success of our customers' growth is fueled by you, our customers.

This booklet is a collection of success stories inspired by the fearless customer Trailblazers who are embracing change and driving innovation, here in India. These stories highlight how we've helped them grow their businesses and connect with their customers in whole new ways, redefining standards for customer experience. I hope these stories will inspire you to be trailblazers in your own industries, and to use technology like Salesforce to help you grow and transform.

We've built a company based on customer success, with the people and programs focused on making every customer successful. Rest assured, your success is a priority to us, and we're committed to help you continue to meet and exceed your customer's expectations and maintain business as usual in all the days and years ahead.

Arundhati Bhattacharya
Chairperson and CEO,
Salesforce India



CASE STUDY

WhiteHat Jr gears up *to be* India's fastest unicorn *with* Salesforce.

Business Need

- WhiteHat Jr wants to become India's fastest unicorn
- Existing systems lacked the scalability to support the company's aggressive growth
- Valuable time was wasted collating siloed data from across spreadsheets
- Key customer information wasn't being captured effectively across the sales funnel
- Reporting had become increasingly cumbersome

Solution

- Sales Cloud captures customer interactions at every point across the sales funnel
- Automatic notifications keep teams updated on potential selling opportunities
- Granular data enables sales conversion rates to be analysed and optimised at every level
- Streamlined, automated processes have boosted efficiency, and freed up time for value-added activities
- Service Cloud makes it easy for teachers to seek assistance through live chat tools
- Omnichannel support enables parent issues to be resolved quickly and conveniently



Sales Cloud



Service Cloud



KEY METRIC

2x increase in sales conversion rates



We chose Salesforce to scale up our processes and data operations for global success. We also wanted to understand our customers better, so that we could reach out to them at the right time with the right service.



GAURAV YADAV
President, Sales





EDELWEISS

GETS HIGH RETURNS ON CUSTOMER SATISFACTION *with* SALESFORCE.



Kunal Giri
Senior Partner – Solutions

Anshu Kapoor
Head

Pratik Gaokar
Senior Manager Technology

CASE STUDY

DMI Finance reimagines lending *in India with* Salesforce.

Business Need

- DMI Finance aimed to process loan applications quickly and seamlessly
- Consumers expected credit decisions to be made in seconds
- DMI wanted to deliver a seamless experience across transactions to both partners and customers

Solution

- Sales Cloud is used to manage the entire process of loan application origination, offer generation, underwriting, and disbursement
- Service Cloud helps DMI's teams respond quickly to customer queries or issues
- Heroku boosts the computing power and processing speed of the platform
- MuleSoft integrates with 20+ applications to support credit decisioning



Sales Cloud



Service Cloud



Heroku



Mulesoft



Tableau and Einstein Analytics



KEY METRIC

60 seconds to make credit decisions for 95% of loan applications



Salesforce is like the motherboard of our operations, bringing everything together. The microprocessors and chips that we plug into that motherboard are our partners, our service providers, and our customers.



SHIVASHISH CHATTERJEE

Co-founder and Joint Managing Director



salesforce

KLAY SCHOOLS

HITS MILESTONES EARLY *with* SALESFORCE.



Raghuram S
Business Consultant

Priya Krishnan
Founder & Board Member

Deepali Bhargava
Specialist, Salesforce

CASE STUDY

Mindtree drives sales productivity *to* surpass \$1bn *in* revenue.

Business Need

- Mindtree needed automated and disciplined sales processes to support its ambitious growth
- It wanted a solution that would motivate sales reps and equip them to sell smarter
- Its previous CRM wasn't scaling and provided a poor user experience

Solution

- Sales Cloud powers streamlined sales processes, including automated actions to validate opportunities and move them through the pipeline, thus accelerating pipeline velocity
- Lead and opportunity scoring enables sales reps to increase pipeline volume
- Sales Cloud Lightning has improved the mobile experience of reps and given them access to insights that help them sell smarter
- Einstein Analytics is being used to surface insights which can be used to improve win rates



Sales Cloud



Pardot



Einstein Analytics



KEY METRIC

15% increase in pipeline velocity



We're using Salesforce to accelerate sales and scale. Salesforce is enabling our sales team to sell faster and smarter.



SANJEEV BABEL

Associate VP, Corporate Strategy & Sales Excellence



salesforce

redBus

DRIVES GROWTH GLOBALLY
with SALESFORCE.



Puneeth Kadamba
Senior Engineering Manager



Krishnan Ramaswami
SVP, SEA Business



Veeramanikanta
Sr. Salesforce Developer



Udit Gupta
Senior Product Manager

CASE STUDY

Pidilite forms new bonds with customers.

Business Need

- Sales activities in Pidilite Industrial Products Division were managed and recorded using project trackers and spreadsheets, which were proving to be cumbersome and inefficient
- There was limited visibility across the sales hierarchy on status of opportunities at accounts
- Valuable insights from customer interactions were not captured and shared across stakeholders
- There was limited visibility of innovation projects at key accounts

Solution

- Sales Cloud is used to prioritise, track and manage activities at Key accounts. This has improved transparency across the funnel
- Service Cloud ensures thorough management of and follow up on customer trials, and facilitates internal sharing of results
- Heroku has been used to develop an app which facilitates onboarding and reimbursements of influencers who are an important part of Pidilite's strategy of selling to consumers
- Lightning Platform underpins a new collaborative working portal which is being piloted to streamline collaboration and automate sales activity



Sales Cloud



Service Cloud



Heroku



Lightning Platform



KEY METRIC

Over **14%** increase in tertiary sales of Fevicryl brand



We are now bringing all our customer engagement activities onto the Salesforce Platform, helping us to deepen customer relationships and grow the business.



RAVI KUMAR

Head of Digital Initiatives



salesforce

HINDUSTAN COCA-COLA BEVERAGES

SEAMLESSLY SERVICES RETAILERS ACROSS INDIA *with* SALESFORCE



Prasanna Narayan Borah
Chief Information Officer

Annapurna Vishwanathan
AVP - Digital Head

Balaji Subramanian
Team Lead, Service Management

CASE STUDY

Puma.com remains 'Forever Faster' *with Salesforce.*

Business Need

- PUMA India wanted to offer their consumers a mobile site experience that reflected brand attributes of agility and speed

Solution

- Commerce Cloud provides a robust platform with inbuilt features to offer streamlined content for a user-friendly site
- Best practices in UX design offer consumers a seamless and efficient shopping experience
- A platform that efficiently supports iterations and enhancements allows the site to easily scale



Commerce Cloud

★ ★ ★
KEY METRIC
100% increase in site's responsiveness



We've seen tremendous improvement in the speed at which we've been able to add new enhancements, thanks to the stability of the Salesforce platform.



JACKSON FERNANDEZ
Head of Ecommerce, India



**WE BRING COMPANIES *and*
CUSTOMERS TOGETHER.**

