

B2B Interaction Made Easy with Atos Syntel's Salesforce.com Solution

Atos Syntel's client is a leading financial services organization. The client wanted an automated solution for their sales representatives to be able to get quick approvals on the exclusive discounts they offer in order to acquire and retain customers. Atos Syntel implemented an escalation/exception functionality which helped meet the requirements.

CHALLENGES

The client avails Salesforce.com CRM solution to support their B2B interactions with corporates, credit unions, and members. The sales representatives on the field at times have to offer exclusive discounts to acquire or retain customers. Since the representatives do not have the authority to provide these discounts and have to get approval from the management, which is time consuming, they lose out on customers. It becomes difficult for them to take instant decisions with respect to discounts as the approval process is lengthy and complex since the client has many products and sales regions.

So, the client wanted to have an automated solution where the sales team can directly get in touch with the higher management for getting quick approvals on exceptional discounts. Atos Syntel came up with a solution that helped the client achieve what it wanted.

SOLUTION

- Considering the business requirements, Atos Syntel's Salesforce.com team recommended the implementation of escalation/exception functionality using the approval process in the Salesforce.com and Force.com platforms.
- Workflow rules were created to provide the capability of B2B interaction without affecting existing B2B business flow.
- A custom business logic, through the workflow wizard, was delivered with the workflow rules to support the B2B business interaction.
- An escalation/exception flow was created according to the business logic and the implementation was tested across all scenarios.

BUSINESS BENEFITS

- Single application to standardize sales processes across B2B interactions
- Comprehensive and consistent sales information with real-time visibility into key sales metrics
- Cost-effective, in-house solution met the client's exact needs, compared to other available third party vendor solutions

Beyond Business Benefits

- Enhanced end user satisfaction
- Improved sales performance with sales force automation (SFA)
- Defect-free solution using Salesforce.com

Delivering Excellence with Atos Syntel's Salesforce Center of Excellence

Atos Syntel's comprehensive Platform as a Service (PaaS) offering includes Salesforce.com and Heroku, enabling you to rapidly adopt public enterprise PaaS platforms. Our solutions help you achieve 40% faster time-to-market and 50% reduction in efforts. Atos Syntel has successfully delivered over 100 Salesforce projects, and we are partnering on many more. Our expertise in Salesforce solutions encompasses Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 platform, Chatter and Work.com.

