



# Salesforce

## Capabilities Overview

---



# Why Mastech Digital?

To ensure you optimize your Salesforce success, Mastech Digital can help pair you with the right solution to get the most out of your Salesforce investment. Our tailored engagement offerings eliminate the most common technology roadblocks, helping many customers devote their time to growing their business.



## Sales & Marketing

Increase walletshare and marketshare through better engagement with customers and prospects



## Data Analytics

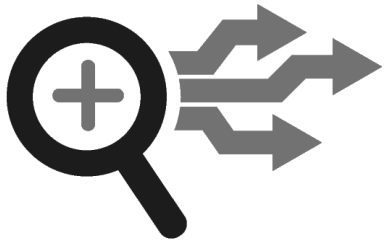
Monetize data by making it more available and actionable with a real-time 360 degree view of your customers



## Customer Service

Improve customer satisfaction through better call center and customer service effectiveness

# Consulting Services



## Assessment & Roadmap

- Holistic assessment of an existing application landscape
- Enablement of benefits from next-gen solutions

## Implementation & Integration

- Implementation of scalable solutions with high importance on data integrity
- Integration of ERP, databases, or homegrown applications, to get rid of swivel chair interfaces



## User Adoption & Change Management

- Creating a powerful advantage by making every user a power user
- Customized change management program for better adoption and greater success

# Assessment & Roadmap Overview

## Gather Requirements

- Assess the current state
- Capture the “have-to” and “good-to-have”
- Identify improvement areas
- Align with team expectations

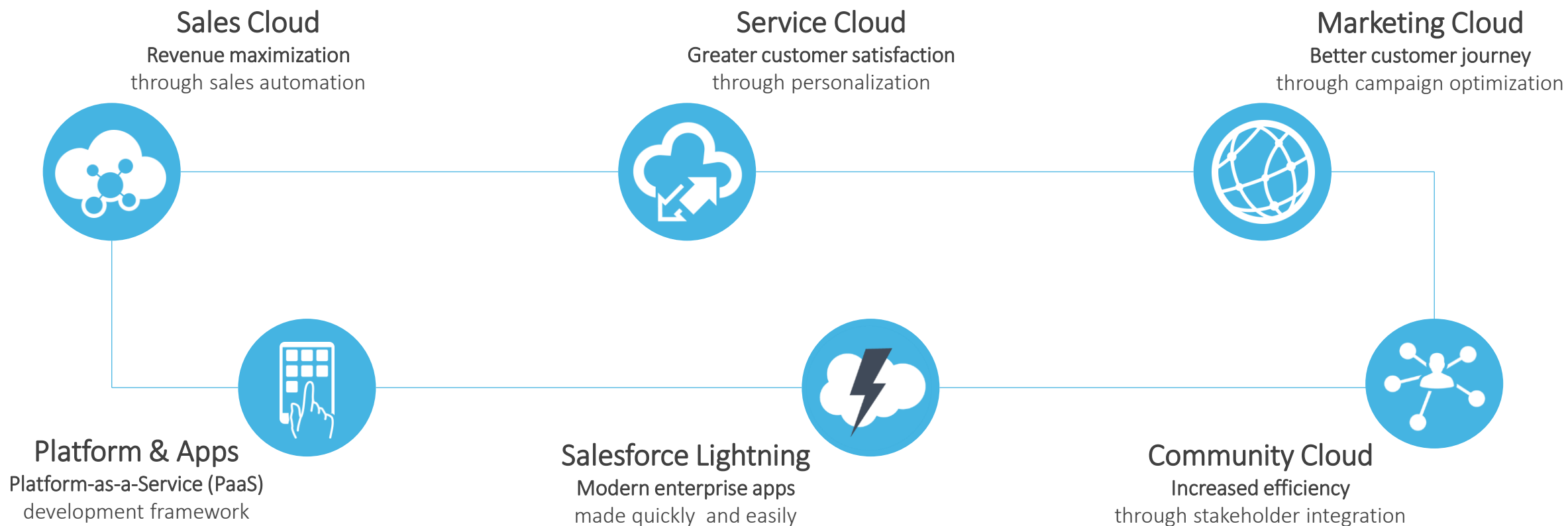
## Facilitate Engagement

- Define the metrics for success
- Document user pain points
- Capture and prioritize benefit, readiness, and feasibility
- Create a functionality matrix

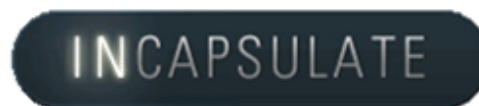
## Make Recommendations

- Present an executive readout
- Highlight key findings and objectives
- Provide a roadmap overview
- Outline future state and next steps

# Areas of Focus



# Satisfied Customers





Thank  
You

