**Project Case Studies**

**Project Name: Seen Media**

**Overview:**  1. Introduction

Seen Media is a prominent banner and holding company that has experienced exponential growth by harnessing the power of Salesforce, a leading customer relationship management (CRM) platform. This case study provides an overview of how Seen Media strategically implemented Salesforce to enhance its operational efficiency, streamline processes, and drive business growth.

2. Background

Seen Media was established with the vision of becoming a prominent player in the advertising industry. The company's portfolio includes various subsidiaries and holdings, each operating in diverse market segments. To manage its expanding business operations effectively, Seen Media recognized the need for a robust CRM solution and turned to Salesforce for assistance.

3. Objectives

- Centralize Data Management: Seen Media aimed to consolidate customer and operational data from all subsidiaries into a unified platform to improve data accessibility, accuracy, and decision-making capabilities.

- Streamline Sales and Marketing Processes: The company sought to optimize its sales and marketing operations by leveraging Salesforce's automation capabilities, enabling better lead management, campaign tracking, and performance analytics.

- Enhance Customer Engagement: Seen Media aimed to improve customer engagement by leveraging Salesforce's customer service tools and providing a seamless experience across its subsidiaries.

4. Implementation

Seen Media embarked on a phased implementation of Salesforce across its various subsidiaries. The process involved:

- Assessing Requirements: Each subsidiary's unique business processes and needs were evaluated to define the scope of Salesforce implementation.

- Customization and Configuration: Salesforce's highly flexible architecture allowed Seen Media to customize the CRM platform to meet the specific requirements of each subsidiary.

- Data Integration: Seamless integration with existing systems and data sources ensured a unified view of customer information, enabling effective data-driven decision-making.

- User Training and Adoption: Comprehensive training programs were conducted to familiarize employees across subsidiaries with Salesforce's features, ensuring smooth adoption and utilization.

5. Key Benefits

- Improved Data Visibility and Analysis: Salesforce enabled Seen Media to access consolidated customer data, empowering the company to make informed business decisions based on comprehensive insights.

- Enhanced Sales and Marketing Performance: The automation capabilities of Salesforce streamlined lead management, improved conversion rates, and provided real-time analytics to optimize marketing campaigns.

- Enhanced Customer Experience: Salesforce's customer service tools enabled Seen Media to provide personalized support, resulting in increased customer satisfaction and loyalty.

- Scalability and Growth: Salesforce's scalability ensured that Seen Media could easily accommodate new subsidiaries, acquisitions, or business expansions while maintaining a centralized system.

6. Results and Achievements

- Increased Revenue: By leveraging Salesforce's capabilities, Seen Media experienced significant revenue growth through improved sales processes, targeted marketing campaigns, and enhanced customer engagement.

- Operational Efficiency: Streamlined processes and automation reduced manual efforts, minimizing errors, and enabling employees to focus on value-added tasks.

- Competitive Advantage: The implementation of Salesforce positioned Seen Media as a forward-thinking company with a customer-centric approach, giving it a competitive edge in the advertising industry.

7. Conclusion

Seen Media's partnership with Salesforce has been instrumental in achieving its business objectives, optimizing operational efficiency, and fostering growth. By leveraging the power of Salesforce, the company successfully streamlined its processes, improved customer engagement, and gained a competitive advantage in the dynamic advertising market. Seen Media's case study serves as an inspiring example of how innovative technology solutions can drive success in the banner and holding company sector.

**Implementations:**

* Created Aura component to create products for opportunity
* Written a trigger to handle the product pricing according to metadata
* Created Auro component to handle the discount of the products
* Created aura component to update the products
* Created the aura component for mass owner change for the opportunity and accounts record
* Created flow to handle the orders
* Created Aura component to handle the change order product
* Created custom objects, fields and validation rules to handle the business requirement
* Automated the business process with salesforce customization and configurations

**Project Name: Voyce Global**

**Overview:** 1. Introduction

Voyce Global is a leading company dedicated to distributing iPads to hospitals worldwide, revolutionizing healthcare by providing cutting-edge technology solutions. This case study explores Voyce Global's successful implementation of Salesforce, a powerful customer relationship management (CRM) platform, to optimize their operations, streamline processes, and enhance customer satisfaction.

2. Background

As the healthcare industry embraces digital transformation, Voyce Global recognized the need for a comprehensive CRM system to support their mission of delivering iPads to hospitals. They turned to Salesforce to leverage its robust features and capabilities, tailored to meet their unique requirements.

3. Conclusion

Voyce Global's successful implementation of Salesforce has revolutionized their distribution operations, enabling seamless iPad deployment to hospitals worldwide. By leveraging Salesforce's powerful CRM capabilities, Voyce Global has enhanced order management, improved customer support, and gained valuable insights through data analysis. This case study exemplifies how Salesforce can empower healthcare companies to optimize processes, deliver exceptional customer experiences, and drive success in the rapidly evolving healthcare technology sector.

**Implementations:**

* Integrated kandji to salesforce for getting the device information
* Created Flows to sending email for lead creation and case creation
* Written duplicate rules and validation rules
* Created rest API for creating the lead and case
* Created LWC component to create the lead and case from community portal
* Worked on Salesforce rest APi sObject for creating records in lead and case
* Worked on web-to-lead and wen-to-case