

Financial Cloud Case Study



Use Case 01

Major Challenges	Scope of Project	Outcome
<p>The Customer used a Salesforce Community Cloud-based solution to provide investors and manufacturers with a platform for collaboration and data sharing for streamlined deal-making.</p> <p>Unfortunately, the platform ceased to meet user needs in full as they wanted more personalized collaboration, which required new user roles.</p> <p>the Customer couldn't satisfy those needs within their Community Cloud edition and didn't have a budget for switching the edition. So, they looked for a reliable vendor to customize their existing Salesforce solution.</p>	<p>A team started with creating new custom user roles. To make them functional, custom sharing logic was created by modifying the default sharing model. This enabled data sharing between the newly created roles. Then, team enabled setting up data viewing permissions for different user roles individually.</p> <p>team introduced code changes. At this task, the team collaborated with the Customer's in-house Salesforce developers working in different time zones. To ensure smooth cooperation and clear sharing of tasks, the work was structured in a way that each developer worked on the assigned code part, thus avoiding interference with the performance of other team members. When the developers finished their part of coding, code was automatically reviewed and merged, tested and deployed.</p>	<p>The Customer was able to deliver enhanced collaboration capabilities for users of their collaboration platform while remaining within the same Salesforce Community Cloud edition.</p> <p>As a result, they managed to boost client satisfaction and increase the ROI of their Community Cloud solution at the same time.</p>

Use Case 02



Major Challenges

Unclear relationships between data: For example, financial advisors had to create separate person accounts for each member of a family, but could not group them together as a household. This probably made sense for B2B firms but not a relationship driven organization.

Redundant data entry: As Hope notes, “there was a too much duplication” to maintain the many person accounts. Staff found it time-consuming to update client information.

Limited lifecycle tracking: client meets and serves the federal community through seminars, phone calls, and consultation meetings. However, the firm’s existing Salesforce system made the capture of interactions less efficient.

Scope of Project

Transferred the client database. Team migrated records for around 3,000 people in the client’s system.

Cleaned the data. Collaborating with Hope, our team worked to make sure that the data was consistent and ready to be added to a new structure. For instance, due to open fields, staff sometimes wrote out the names of government agencies and used acronyms other times. We standardized the formatting.

Implemented a more flexible structure in Sales Cloud. We set up Salesforce objects, like households and government agencies, that allow the staff to group similar records and accounts together. Our team created custom fields, campaigns, and an onboarding process to track the information that Client needs most.

Outcome

Logically organized data: Financial advisors and administrators can create households for client families and browse clients by their government agencies.

Saved time on data entry: Without person accounts, users no longer have to input the same information multiple times for related records. Busy advisors can keep up with recordkeeping tasks and devote more energy to their clients.

Less human error: Autofill and automatic calculations help ensure that advisors and other staff enter data correctly and in the same standard format.