

Success Story – Salesforce.com Service Cloud

Salesforce Service Cloud implemented to turn support from a **Cost Center** to a **Profit Center**.

The Rationale

A fast growing, mezzanine stage startup up with \$65+m in ARR (annual recurring revenue) had to find new paths to revenue growth.

New customer acquisition had decreased for the first time in the previous quarter. The company had identified several new markets to pursue but the time and cost of acquiring new customers was proving more expensive.

The Challenge

Quick Start Strategies was initially hired to optimize the sales process. After reviewing the complete customer lifecycle, it was clear that customer support was suboptimal. The customer support department existed as a standalone cost center. To reduce support and service costs customers were instructed to submit support inquiries via a web portal form or direct support email alias.

QSS extended the company's Salesforce environment to include **Service Cloud** form-to-case functionality to improve support case topics and optimize support response times. Next, customers were provided direct self-service access to Knowledge Articles based on keywords and/or topics.

The final step was to seamlessly align support with sales. Based on a pre-defined list of customer inquiries, the cases are routed directly to sales to provide real-time exposure to the company's expanding suite of platform solutions.

The Results

Job #1 was deployment of the company's integrated Sales Cloud and Service Cloud platform to improve customer satisfaction and drive up CSAT (customer satisfaction).

Additionally, proactively aligning customer inquiries to the companies expanding suite of solutions resulted in the following revenue contribution in the first full quarter:

- \$840k ARR (annual recurring revenue).
- 18% of support cases generated a qualified sales opportunity.
- 11% of 'Closed/won' opportunities were initiated from an inbound support case.

Conclusion

QSS delivered:

- Near-term revenue growth by exposing inbound support as a new sales channel.
- Support sourced opportunities were pre-qualified and entered the sales process at the Proposal stage.
- Among the highest CSAT scores were for companies that initiated sales from a support case.

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