

Maximize Reach and Revenue from Marketing Campaigns

An American global investment bank offered discounts to customers shopping with small businesses through an app based campaign. The campaign application also connected merchants with customers. The objective of the campaign was to generate more merchant registrations, while widening the customer base. The bank decided to embed Google maps in the tool to enable customers to locate merchants of interest, based on services and products. The application had to be compatible with all browsers and devices. This needed technical expertise.

Syntel revamped the campaign management application while integrating it with Google Maps. To ensure users get on-the-go access of merchants, the application was hosted on Salesforce.com. Syntel's revamped campaign management tool ensured higher number of merchant enrolment and customer sales.

CHALLENGES

The application had to be user-friendly and compatible with all devices. The application also had to be dynamic to run on all browsers. The key challenges were as follows:

People

- Complex map functionality with advanced testing methods
- Uncertainty in defining key indicators for the entire program
- Unclear program performance metrics

Process

- Introduction of Salesforce resources midway through the implementation
- Unavailability of quality engineers during critical points of the project

Technology

- Unexpected volume for enrollment, thus impacting program performance
- Poor performing outbound web-service calls
- Limits on incoming web service calls

SYNTEL'S SOLUTION

Syntel focused on creating a user friendly app, compatible with all devices and browsers. Rigorous testing was planned to ensure Google Maps worked seamlessly. The app had to be more dynamic to support high number of merchant registrations. Syntel's solution included the following:

- Responsive and uniform user interface across all browsers and devices
- Single Sign-On (SSO) implementation to enable small merchants to seamlessly sign into Salesforce applications
- Flexibility with consumer map application to search by location and category, as well as auto search
- Social media information made available for each merchant
- Secure map for bank card holders that gave recommendations based on prior search, saved preferences
- Application deployed in U.S. and Australia regions

BUSINESS BENEFITS

15% increase in shoppers at small businesses

2% increase in overall spends at small businesses

- 88 million people shopped at the event, as per the numbers released by the National Federation of Independent Business (NFIB)
- >1.2 million bank card members participated in the campaign
- 126k tweets generated for the event; the event hashtag trended organically on Facebook
- 800k unique visitors; double of last year's count

Delivering Excellence with Syntel's Salesforce Center of Excellence

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. 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.

