

Driving Targeted Marketing With Salesforce CRM Solution

Targeted marketing is a smart maneuver to eliminate possible spam, engage with the desired audience and optimize sales productivity.

A Fortune 500 financial service provider was looking to enhance its targeted marketing campaign but needed insights into customer spending patterns for a robust plan. The client collaborated with Syntel to generate insights for targeted marketing campaigns for users with an annual spend greater than \$500K.

CHALLENGES

- Lack of customer insights for launching targeted marketing campaigns
- Process inconsistency amongst business teams while adding and maintaining users

SYNTEL'S SOLUTION

Syntel's team of banking and financial experts worked with the inhouse Salesforce implementation experts to propose a spend tool that can extract customer spending details by leveraging the Salesforce CRM. The highlights of the solution are as follows:

- Extraction of mega spenders' details as available in the Salesforce CRM (mega spenders are users whose annual spend is greater than \$500K)
- Data analysis, profiling, cleansing and field mapping along with field identification for migration to Salesforce.com
- Migration jobs, acceptance testing and deployment/implementation to load data into the target system
- Solutions for data manipulation to avoid manual interventions, and automate the file transfer between the Salesforce.com and the spend tool

BUSINESS BENEFITS

100% Performance improvement due to automation of the manual process

75% Better insights leading to increased Wallet Share

- Contract compliance opportunities at different hierarchy levels
- Enhanced data quality, user experience and process consistency amongst business teams

Delivering Excellence with Syntel's Salesforce Center of Excellence

Syntel's comprehensive 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.

