Korisnik u fokusu - kako doći do toga?

BizIT 2021

MILAN RADULOVIĆ
CTO | Kameleon Solutions

KAMELEON SOLUTIONS

salesforce

KAMELEON SOLUTIONS

salesforce PARTNER

Founded
2018.

Salesforce projects
25+

CSAT score
4.9 out of 5

Kameleon Team
20

Salesforce Certifications
44

KAMELEON SOLUTIONS

CRM - CHALLENGES IN THE MARKET

No **centralized business intel** on prospects and current customers

Customer Service is a Cost Center

Siloed data on separated systems

No standardised lead qualification process and nurturing

Manual Reporting - Spreadsheets

Marketing not connected with sales - difficulty **proving marketing ROI**

No real-time visibility on **opportunities and pipeline**

Handling different **communication channels**

Inefficient team **communication**

Daunting **System Updates**

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CRM - DISCONNECTION

Disparate Systems

Siloed Data

Disconnected Customer Experiences

Inaccurate Data

Lack of Reporting

Inefficient Communication

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SOLUTIONS

DIGITAL TRANSFORMATION - MARKETING TRICK

BetKing

KingMakers

SALES SERVICE COMMUNITIES PLATFORM SOCIAL STUDIO

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BETKING
SUCCESS STORY IN NUMBERS

ROI
10 MONTHS

100.000+
closed customer tickets per month

Partnership application lost declined to
ZERO
from 20+ per month

case resolution time
2x shorter

Franchise onboarding conversion
30% increase

CSAT score
22% increase

2 months
for initial launch

salesforce
1 platform
for sales and customer service

COVID DIGITAL TRANSFORMATION

Move ahead of competition

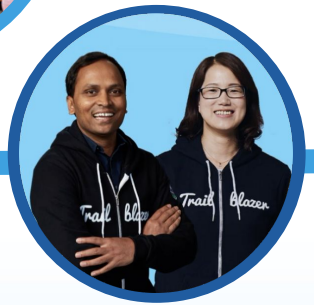
Change by the force

Think about back up plan

Customers never sleep

Time to innovate

Time to learn



Adopt new strategies to the new world

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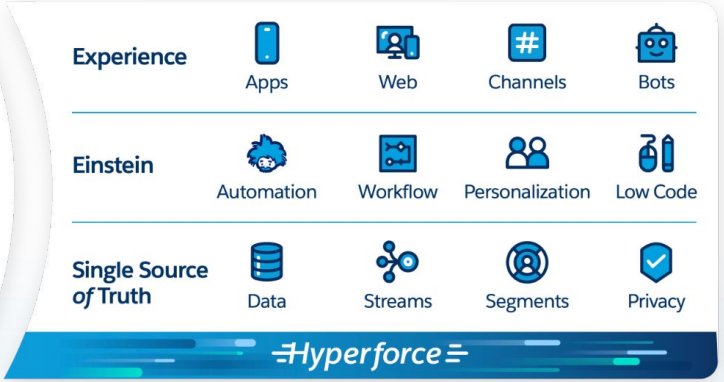
KNOW YOUR CUSTOMER - ULTIMATE GOAL



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FOUR STRATEGIES IN SUCCESSFUL IMPLEMENTATIONS

Establish a Strategy

- Stakeholder Alignment
- Defining the 360 vision
- MVP Definition
- Less is More
- OOTB vs. Integration
- Batch vs. Real-Time
- 360 Roadmap

Start with Thin & Wide

- Laying the Foundation
- Identify Common MVP Use Cases
- Connective Tissue
- More Than One Persona or Channel
- Project Roadmap

Align IT & Business Strategy

- Deliver on Business Priorities
- Establish Governance
- Simplify Architecture
- Define Target State
- Good vs. Perfect
- Lead with APIs
- Use Agile Development

User Adoption and Support

- User's best friend
- Steering Committee
- Align to Operational Model
- Change Management a ongoing process
- Champions
- Training vs. Enablement

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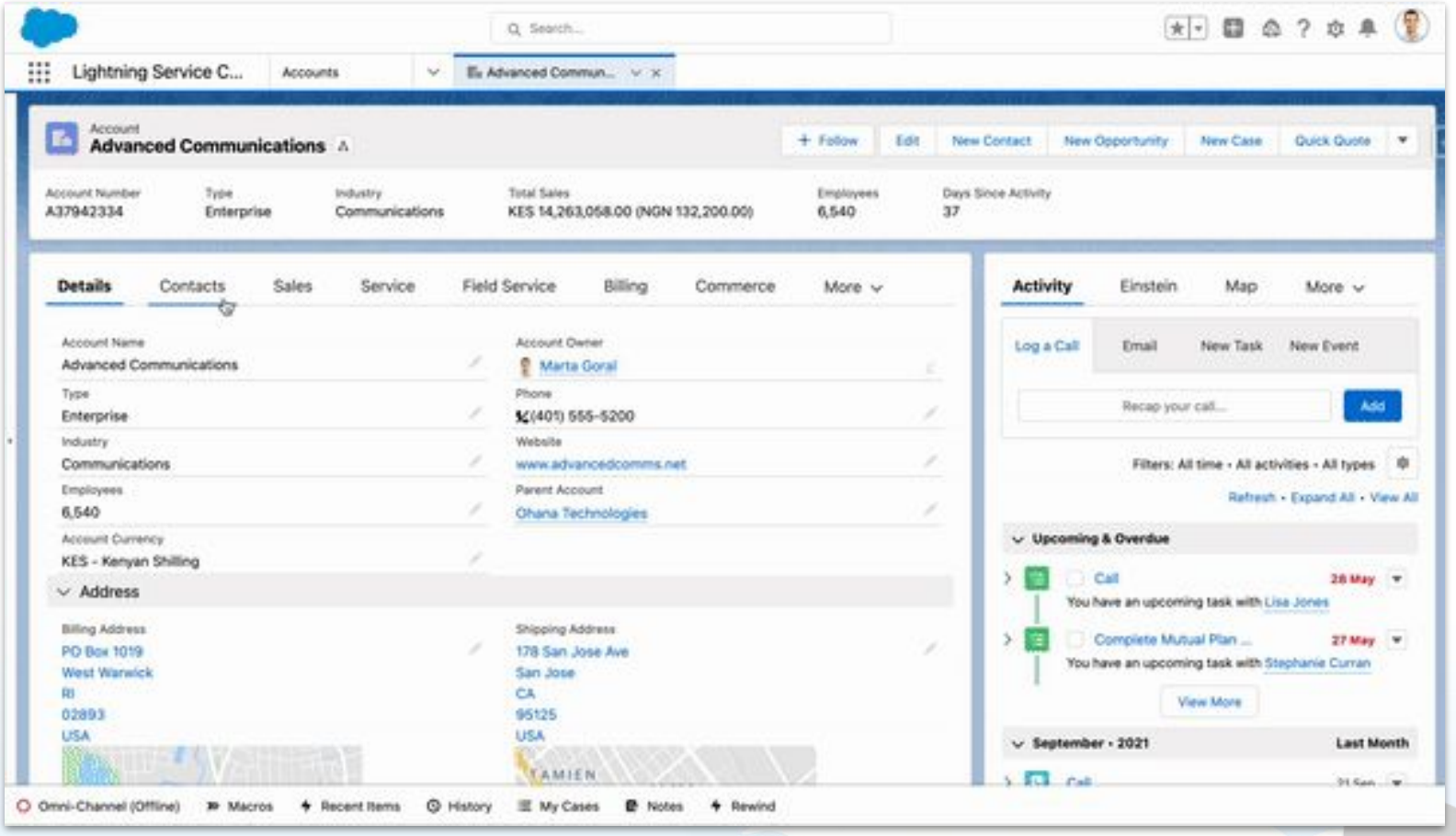

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SALESFORCE IN NUMBERS

SALES CLOUD in numbers

SERVICE CLOUD in numbers

MARKETING CLOUD in numbers

KAMELEON SOLUTIONS

thank you
BLAZE YOUR TRAIL
salesforce