

# Korisnik u fokusu - kako doći do toga?

BizIT 2021

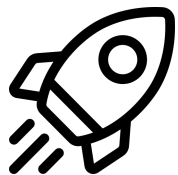


**MILAN RADULOVIĆ**

CTO | Kameleon Solutions

# KAMELEON SOLUTIONS

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Founded

**2018.**



Salesforce projects

**25+**



CSAT score

**4.9** out of **5**



Kameleon Team

**20**



Salesforce Certifications

**44**



# CRM - CHALLENGES IN THE MARKET

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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**



# CRM - DISCONNECTION

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**Disparate Systems**

**Siloed Data**

**Disconnected Customer Experiences**

**Inaccurate Data**

**Lack of Reporting**

**Inefficient Communication**



# DIGITAL TRANSFORMATION - MARKETING TRICK





# BETKING

## SUCCESS STORY IN NUMBERS

**BetKing**

**KingMakers**



SALES



SERVICE



COMMUNITIES



PLATFORM



SOCIAL  
STUDIO



**ROI**  
**10** MONTHS

Partnership application lost declined to



**ZERO**  
from 20+ per month



Franchise onboarding conversion

**30% increase**



**2 months**  
for initial launch



**100.000+**

closed customer tickets per month



case resolution time

**2X shorter**



CSAT score

**22% increase**



**1 platform**

for sales and customer service

# COVID DIGITAL TRANSFORMATION

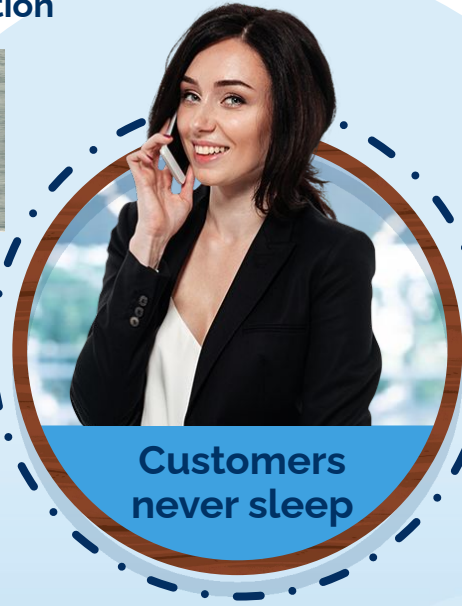
Move ahead of competition



Change by the force



Think about back up plan



Customers never sleep



Time to innovate

Time to learn

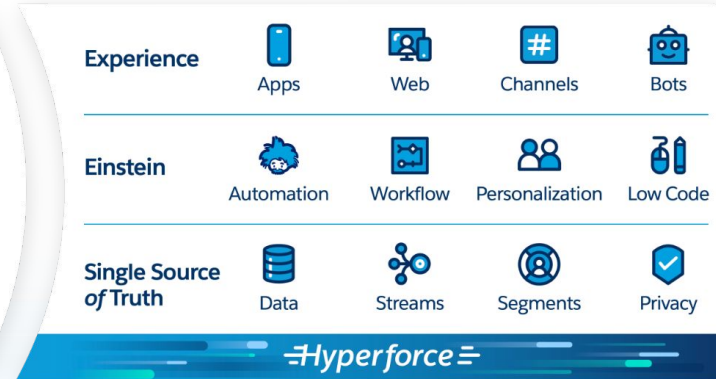


Adopt new strategies to the new world





# KNOW YOUR CUSTOMER - ULTIMATE GOAL





# 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

The screenshot displays the Salesforce Lightning Service Console interface for the 'Advanced Communications' account. The top navigation bar includes a search bar and various utility icons. The main header shows the account name 'Advanced Communications' with options to follow, edit, or create new records. Below this, a summary row provides key account metrics: Account Number (A37942334), Type (Enterprise), Industry (Communications), Total Sales (KES 14,263,058.00), Employees (6,540), and Days Since Activity (37).

The left sidebar contains tabs for Details, Contacts, Sales, Service, Field Service, Billing, Commerce, and More. The 'Details' tab is active, showing a list of account attributes such as Account Name, Type, Industry, Employees, and Address. The 'Contacts' tab is also visible, showing a list of contacts including Marta Goral.

The right sidebar features an 'Activity' section with options to log a call, email, or create new tasks and events. It includes a 'Recap your call' button and a 'Filters' section. Below this, the 'Upcoming & Overdue' section displays a list of tasks, including 'Call' and 'Complete Mutual Plan ...', with due dates and assignees. The bottom of the interface shows a status bar with various system icons and a 'Rewind' button.

Account Number	Type	Industry	Total Sales	Employees	Days Since Activity
A37942334	Enterprise	Communications	KES 14,263,058.00 (NGN 132,200.00)	6,540	37

Details

Contacts

Sales

Service

Field Service

Billing

Commerce

More

Account Name

Advanced Communications

Type

Enterprise

Industry

Communications

Employees

6,540

Account Currency

KES - Kenyan Shilling

Address

Billing Address

PO Box 1019

West Warwick

RI

02893

USA

Shipping Address

178 San Jose Ave

San Jose

CA

95125

USA

Account Owner

Marta Goral

Phone

(401) 555-5200

Website

www.advancedcomms.net

Parent Account

Ghana Technologies

Activity

Einstein

Map

More

Log a Call

Email

New Task

New Event

Recap your call...

Add

Filters: All time • All activities • All types

Refresh • Expand All • View All

Upcoming & Overdue

Call

You have an upcoming task with Lisa Jones

26 May

Complete Mutual Plan ...

You have an upcoming task with Stephanie Curran

27 May

View More

September • 2021

Last Month

Omni-Channel (Offline)

Macros

Recent Items

History

My Cases

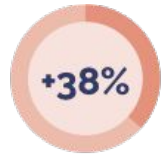
Notes

Rewind

# SALESFORCE IN NUMBERS



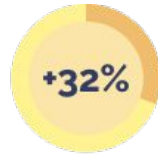
## SALES CLOUD in numbers



Forecast Accuracy



Sales Productivity



Lead Conversion Rate



Sales Revenue



Win Rate

## SERVICE CLOUD in numbers



Increase in Agent Productivity



Increase in Faster Case Resolution



Increase in Customer Satisfaction



Increase in Customer Retention

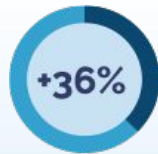


Decrease in Support Costs

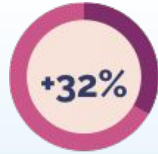
## MARKETING CLOUD in numbers



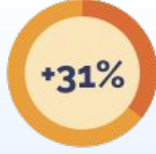
Increase in Analytics Reporting Efficiency



Increase in Campaign Effectiveness



Increase in Lead Volume



Increase in Qualified Leads



Increase in Lead Conversation





Thank  
you

BLAZE  
YOUR  
TRAIL

salesforce