

Transforming customer experience with Salesforce

Enterprises and government agencies are faced with increasing opportunities and demand for digital customer engagement. By leveraging the market-leading Salesforce customer relationship management (CRM) platform, organizations can quickly achieve quality, efficiency, and scalability in innovative customer management.

Customer success depends upon the ability to create and nurture mutually beneficial relationships, engage customers in relevant conversations, and effectively collaborate within the organization around marketing and customer service. This requires multiple channels for interaction to ensure a positive customer experience with each touchpoint. These interactions are supported by CRM, but systems often fall short of achieving their business goals as organizations struggle with the challenges of implementation or miss opportunities to take advantage of additional functionality.

OUR APPROACH PUTS PEOPLE AT THE CENTER

Having the right Salesforce partner makes a difference in how organizations manage change and achieve better adoption and business results. When it comes to Salesforce implementation, CGI's approach is unique. We put people—users, customers, employees, and partners— at the center. We help organizations succeed in adoption by providing tools customized to their needs so our clients get full value from their Salesforce investment.



CGI's 2019 Global Insights report states that 88% of clients indicated that their highest business and IT priority is to become digital to meet customer or citizen expectations. Maximizing the value of an organization's investment in CRM is a strategic imperative for many of our clients as they undergo digital transformation.

At CGI, we understand that each client is unique and has different customer goals. We bring Salesforce expertise, certified architects, and customer experience know-how to the table to customize and improve the value of

CASE IN POINT

Without a closed-loop communication system in place, a large manufacturing company's customers were often in the dark about the status of their accounts and service requests. As a result, support teams were overburdened with service-related calls and there was a lack of continuity between field technicians, facility managers, and others involved in the equipment's operation and maintenance.

In just three months, the company planned and launched a new and engaging service community using CGI's in-house expertise and Connected Service Bolt solution for Salesforce, which was purpose-built for digitally connected manufacturers. The company's SMART Service Community integrates with Salesforce, IoT, and ServiceMax field service data to give customers a quick way to see the current status of their equipment, contracts, and site-based services from any device. Customers can also initiate new service requests or set up automated requests from their smart-connected assets.

Improving the customer engagement experience resulted in a seamless connection between the company, customers, assets, and field service organization. Service-related inquiries were reduced and the company saw 300 logins a month, enabling smarter, faster, friction-free service using a framework that could easily adapt to customers' evolving needs.

Salesforce to the business. Leveraging our consultative approaches and deep expertise, we believe that 80% of this work can be done without any new code.

A DIGITAL ORGANIZATION NEEDS THE RIGHT DIGITAL PARTNER

As an experienced Salesforce integration partner, CGI brings global expertise locally to clients in implementing and optimizing the platform. We work directly with Salesforce to understand their product roadmap and how improvements can be applied to fit each client's unique environment. Our platform knowledge, human-centered design approach and deep systems integration expertise combine to deliver

- Improved customer experience
- Improved forecasting and pipeline growth, and
- Accelerated delivery of new functions

Clients benefit from our fresh perspectives on business challenges and user needs. The outcome is innovative end products that meet business goals, attract users and scale for the future.

OUR SALESFORCE CREDENTIALS INCLUDE:

- 500+ completed Salesforce projects for 300+ clients
- 9.4 Salesforce customer satisfaction rating
- 2015 Salesforce Innovator Award and 2017 Manufacturing Solution of the Year nominee
- 400+ certified team members

WHY TRANSFORM?

Our world continues to evolve at a rapid pace, and the speed of change is accelerating. Organizations are experiencing the pressure to digitally transform as their stakeholders, leadership, customers and citizens demand more. In response, organizations must create competitive products and services quickly. Innovation and collaboration are critical business capabilities that leverage emerging technologies to create new business models, products and services. CGI has the talent, scale, reach and end-to-end services to help clients link emerging technologies with legacy systems and processes to succeed with their digital transformation efforts. We meet clients where they are, and get them where they need to be.

What's *NEXT* for your organization?

CGI is your partner in seeing what's around the corners — discovering and co-creating with you the most relevant and effective business and IT solutions that are next, as part of an end-to-end strategy. By multiplying the sum total of our experience and sitting together on the same side of the table with the challenge in front of us, let's discover and imagine your digital future together.

Learn more at cgi.com/us/cginext.

KEY SERVICES

- **Strategy:** Our industry expertise and advisory services identify opportunities to transform the way you do business
- **Design:** Our human-centered approach to design aligns business requirements with engaging customer experiences
- **Implementation:** We use agile methods to develop new business and customer experiences that utilize best practice approaches for a clean Salesforce environment
- **Integration:** We migrate services, harness data, and integrate with other applications and investments for seamless delivery of services
- **Change Management:** Our methodology helps maximize Salesforce solutions with team culture, adoption and agile change management approaches that enable continuous improvement to customer experience
- **Managed services:** We can deliver service management, system administration, and ongoing operational support of Salesforce solutions

ABOUT CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI delivers end-to-end services and solutions, including strategic IT and business consulting, systems integration, intellectual property, and managed IT and business process services.

CGI works with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital enterprises.