

DRIVING DIGITAL TRANSFORMATION IN YOUR SALES CHANNELS



The twin forces of technological innovations and changing customer preferences place a great strain on the sales channel. This white paper elucidates the major technology-induced disruptions to the sales channel, and how Salesforce offerings help enterprises cope with such disruptions and fight the competitors.



CONTENTS

02

— Fill Critical Gaps In E-Commerce Technology —

03

— Master The Artificial Intelligence Wave —

04

— Empower Field Technicians and Customer Support Associates —

06

— Nurture Long-Term Relationships —

07

— About Suyati —

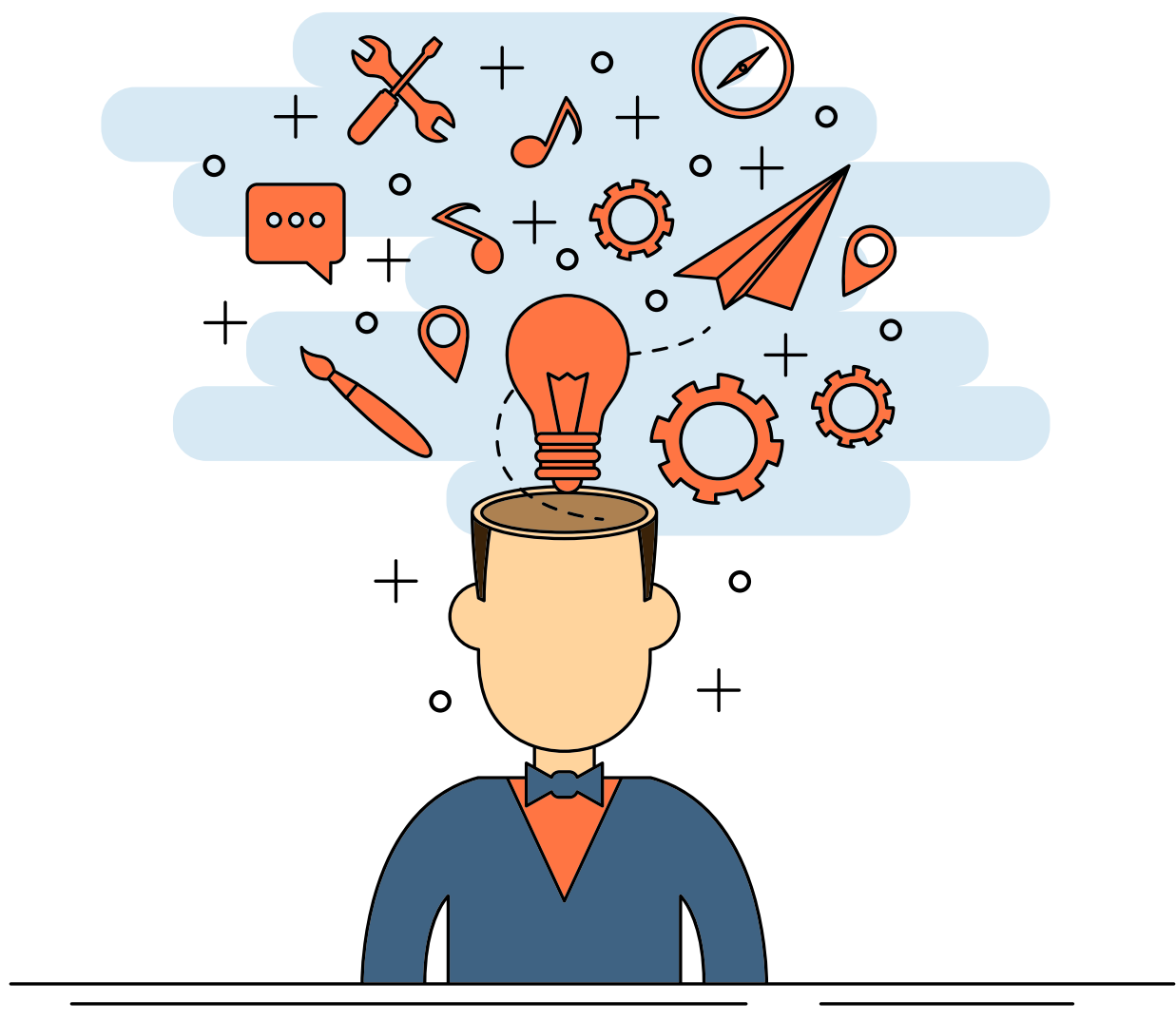


Sales constitute the lifeblood of any commercial enterprise. However, it is also where the impact of new technologies is most profound, considering the customer-driven nature of the process. For most enterprises, changing customer preferences is the major push for technology in the first place.

As emerging technologies disrupt the sales process, enterprises have no option but to

buck up and meet the challenges head-on. But that may not be enough; because today's customers expect the best possible experience, across multiple touch points. They prefer personalized and intelligent experiences and immediate answers.

Here are the top methods to cope with the latest technological disruptors, and still delight the customer.



Fill Critical Gaps In E-Commerce Technology

Customers today are spoiled for choice; they demand a wholesome experience. And customers want these experiences to come to them, instead of going out to seek them. Thankfully, developments in digital technology help enterprises deliver such a complete experience and offer solutions or connection to redress critical gaps in their offerings.

The CRM is a basic arsenal in the digital armory of any enterprise striving towards digital transformation. However, a mere CRM is no longer enough. Enterprises have to build on top of the CRM, innovating and experimenting to deliver added value to the customer. It helps when the CRM offering itself indulges in these tasks on a regular basis by co-opting the latest cutting-edge technologies to the CRM suite in the form of easy-to-apply tools.

A case in point is Salesforce's acquisition of Demandware in July 2016, which infuses the CRM with new capabilities to fill critical gaps that traditionally stood in the way of offering a complete experience to customers. The Demandware recommendation engine applies **machine-learning** to analyze customer's purchase history, buying patterns of similar customers, and other factors, to recommend best-fit products in the present.

Demandware is now the Salesforce commerce cloud.

Likewise, Salesforce's easy integration with Magento offers seamless sync of the CRM with Magento's powerful e-commerce store, completing the sales process. The Magento-Salesforce CRM Integration allows syncing customer details between the store and CRM, empowering the sales team to engage with their customers in a dynamic and proactive way, factoring in their demographics, preferences, buying history, and other details.

Salesforce's social e-commerce platform creates new opportunities for purchase. It again leverages analytics to place the right product in the right social space, where customers are more likely to see it. Marketers and sales executives may leverage the tool to make a proactive intervention, without waiting for customers to go in search of products, and risk being lured away by a competitor. They can also connect with customers who discuss the product in their social feed, and allow them to complete the buying process with a simple click, directly from the social account. There is an incidental benefit of converting such customers into product evangelists.

Master The Artificial Intelligence Wave

Digitization generates tons of data for the enterprise. The early wave of **Big Data analytics** solutions is now enhanced with the emergence of Artificial Intelligence technology. Artificial intelligence, in a sense, is Big Data analytics at a much deeper level. Artificial Intelligence based solutions run through millions of events to decipher patterns and correlations not visible in plain sight, or even with a superficial level of analysis.

Enterprises adopt Big Data and Artificial Intelligence solutions in a big way to understand the customer better. With success now depending on exceeding customer expectations at every opportunity, smart marketing and sales team apply Artificial Intelligence-based tools to anticipate customer requirements in advance. As such, they remain fully geared up to fulfill the requirements as soon as the customer makes the request.

artificial intelligence capabilities, offering enterprises unprecedented dynamism. Einstein automates the critical, yet arduous task of “listening to the customer” and collecting data from various sources to gain insights related to customers, and also overall sales patterns. While a normal CRM aggregates and analyzes data from various sources, including sales data, data emanating from social listening tools, feedback loops, and more, Einstein goes a step further and learns from all the collected data. It places itself in the customer’s shoes, to think like a customer, and offers deep and rich predictive insights, in real-time.

Einstein powered CRM not just predicts when and how the customer is likely to buy but also suggests intelligent up-sell and cross-sell opportunities, and ways to better the sales experiences for the customer. Einstein in effect makes available to sales teams the service of a personalized data scientist.

Salesforce Einstein infuses the CRM with



Salesforce has been constantly innovating with Einstein platform, a year into its launch. The Einstein powered high-velocity Sales Cloud, launched in April 2017, infuses the sales team with flexibility, and accelerates the sales process.

- Einstein Opportunity and Account Insights apply Artificial Intelligence logic to prioritize high-value opportunities automatically. It also applies its knowledge to understand when deals are on track or at risk, and alerts the marketer.
- The new Einstein Forecasting applies special logic explaining the underlying rationale behind the analysis, and also translates forecasts into human language.

Various sales teams are already leveraging Einstein to improve their efficiency, target more leads, and focus on the most valuable leads first. While hitherto it took a team of data scientists indulging in baffling analysis to manage models offering such predictive capabilities, Einstein does it automatically, in just a few seconds. Einstein offers the unprecedented power of AI to every single sales executive, and every customer relationship.

Enterprises have been able to increase sales productivity by 35%, improve lead conversions by 30%, and enhance revenue by 25% on average, by deploying the revamped Einstein powered Sales Cloud.

Empower Field Technicians and Customer Support Associates

Empowered teams are the mantra of success in today's highly competitive world. With competition turning cut-throat, sales teams need to focus all their energies on the task at hand, in engaging with the customer, rather than worry about the infrastructure or how to get work done. They need ready access to the required information, and ability to contact other enterprise stakeholders, for clarity and authorizations. They also need to close the sale fast. The scope of digital permeation into the sales process means competitions are always lurking nearby, and any delay runs the risk of the competitor snatching away the customer. In such a context, effective field service management assumes critical importance.

However, effective field management of

technicians and other associates is complex. It involves juggling with several uncertain variables, dealing with unpredictable changes, miscommunications, and other glitches, all of which can throw timelines and schedules out of control. Unanticipated issues at site, incomplete or incorrect information supplied by clients, and several other issues result in duplicated efforts and costly delays.

For the customer, waiting for a technician to arrive has traditionally been a major cause of anxiety. Service workers, for their part, often have to call multiple personnel with authority, or send a request through several chains of command before getting authorization to do a specific work, or give a specific commitment to the customer.

Mere digitization does not offer an effective solution to such issues. It requires a rather comprehensive offering such as Salesforce's Field Service Lightning, which integrates field service management technology into the core process.

Salesforce Field Service Lightning, built on top of the Service Cloud, covers the entire gamut of field service management tasks, from creating work orders based on tickets generated to smart scheduling and intelligent allocation of work, and from automated invoicing to a complete view of the process in a single pane. It keeps track of the various components of field operations, such as field technician movements, scheduling, vehicle tracking, inventory management, customer ticketing, and other tasks. It also integrates and automates the task of logging, monitoring and controlling the technician's footprints. The system may update information automatically, such as scheduling technicians as soon as tickets are raised, based on the set priority and geographical

proximity of the technicians. The command and control office may override or escalate cases, as required.

Enterprises using Field Service Lightning may combine field service and customer service on a single platform. Mobile apps allow different stakeholders, from business owners to field technicians, and from the customer to the manager, to access latest real-time information and status from their mobile devices, at any place, and at any time. Field service technicians and agents are empowered with access to all the required data, and real-time connectivity to the office, to resolve glitches or seek clarifications. The enhanced insights and seamless connectivity with other stakeholders allow field service technicians and customer support agents to handle any critical issue on-the-spot, without escalating the issue. Invoicing likewise becomes automated and seamless. Customers get to track the technician's vehicles through GPS, taking the stress out of the waiting process.



Nurture Long-Term Relationships

Sales teams can cope with technology-induced disruptions by fostering strategic, long-term relationships with customers. Successful sales teams now strive to guide and partner their customers' journey via both the immediate sales lifecycle, and all the sales they make over a period of time, helping customers cope with the business's transformation that is taking place alongside. They partner their customers' journeys by offering various value-laden resources. For instance, sending blogs and newsletters to keep customers abreast of new product launches, informing them about the latest models of existing products, sending reminders on maintenance schedules and more, and also utilizing such opportunities to up-sell and cross-sell.

Salesforce's Ignite program, a unique pre-sales initiative, helps customers discover unmet needs, and thereby envision future sales. The program adopts a collaborative

approach, helping customers activate insights through co-creation workshops, and collaborating with digital transformation experts.

Technology is in a continuous state of flux, and as such, there is no definitive end to the digital transformation journey. Successful enterprises constantly experiment with advanced technologies and seek every opportunity to engage customers and gain a competitive advantage. Deploying Salesforce solutions, which constantly innovate to remain at the top-of-the-game, makes the task of the enterprise considerably easier. Salesforce offers the tools to enable enterprises to cope with the twin challenges of technology disruption and changing customer expectations, unquestionably well.

Write to us at services@suyati.com to know how we can help digitally transform the way your sales team works.



About Suyati

Suyati provides marketing technology and integration services for companies that wish to combine the best breed of solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of eCommerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom integrated solutions for our clients. Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.

MORE AT: www.suyati.com

WRITE TO US: services@suyati.com



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