

## CASE STUDY

# Intelligent marketing automation support for a popular customer experience organization

### About Suyati

Suyati is a fast-growing digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: [www.suyati.com](http://www.suyati.com)

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## Executive Summary

A leading provider of marketing campaign best practices looked to Suyati for assistance with their multiple Salesforce and marketing implementations. We deployed a customized marketing solution that helped the client in transforming their business potential and achieve substantial growth.

## About the Client

An established customer Journey and Experience Agency specialized in delivering lifecycle Marketing Strategy Services, Marketing Automation and CRM Integration Services, and Campaign Management Services. They deliver best practice lifecycle marketing automation strategy, technical implementation and campaign execution services to companies in all stages of their marketing automation journey to deliver exceptional customer experience journeys.

## Business Problem

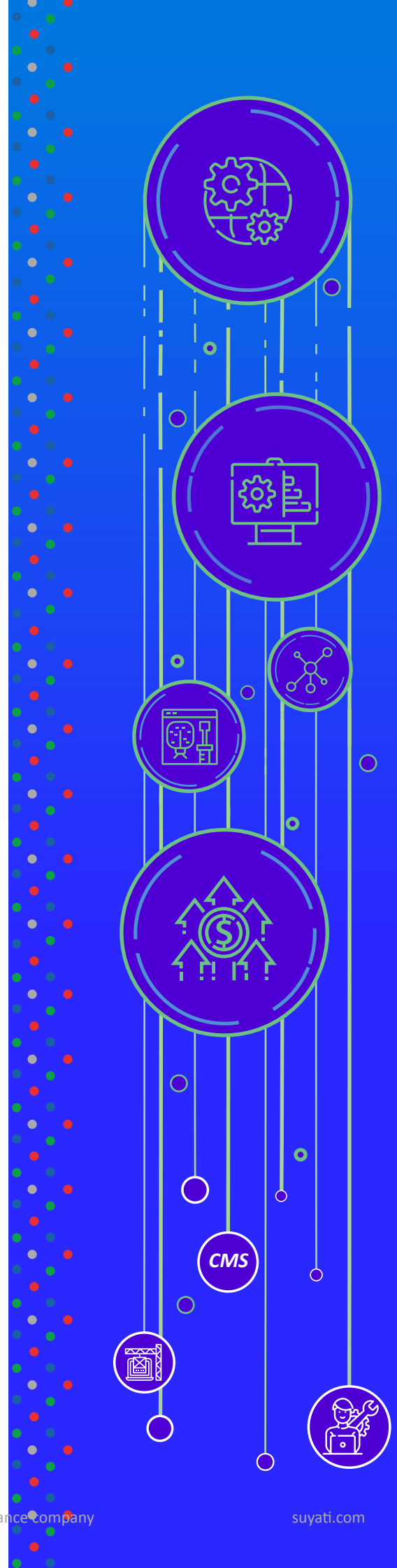
The client takes care of numerous Salesforce Sales Cloud and Marketing Cloud implementations for various clients in Australia. They were looking for a strategic partner who could develop an effective omni-channel marketing automation solution to improve their overall customer journey, along with assistance in configuring Salesforce Cloud and Marketing Cloud for their clients in different areas.

## Technology Landscape

- Salesforce Sales Cloud
- Salesforce Marketing Cloud

## Suyati's Approach

- Improve marketing and sales approach
- Derive actionable data driven insights
- Achieve consistent customer experience



## Solution Highlights

- Provided support in implementing and configuring Sales Cloud instances
- Created and managed Salesforce Users and profiles
- Developed Salesforce Reports and Dashboards
- Configured Marketing Cloud Connect to integrate the Sales and Service Cloud accounts
- Created Marketing Workflows and Email Templates

## What the Client Loved

- Personalized content
- Efficient reporting System
- Quick data driven decisions
- Improved customer connections
- Enhanced marketing outreach

## What's next?

There are several projects currently in the pipeline, which are set to take as per the client's requirement timeline. We are currently working on an Alumni portal to enhance their Alumni networking.

