



The challenge

- FT are focused on the development of Sales Cloud and the associated integration platform to ensure the business growth plans and targets for this year can be achieved
- Ensure that the existing Sales Cloud Org is fully optimised to meet the requirements of the existing user base; to deliver further enhancements to increase efficiencies for the users and management, utilising all functionality available
- To provide a single-view platform for multi-purpose cross referencing across the business for up-sell and cross-selling purposes
- To extract added value from existing datasets for additional revenue streams

The solution

- Deliver fixes to org to improve management of opportunities
- Build a pricing calculator tool for the sales team to further improve the sales process
- Integrated proprietary systems and processes with leading-edge technologies unique to the Salesforce platform

The results

- FT sales team are now able to quickly provide proposal and pricing for clients thus reducing sales cycle
- An increased confidence in data management leading to improved sales performances
- New revenue opportunities through enhanced data manipulation with trackable ROI