# Finding Success Now

How Salesforce Small Business Customers Are Working Smarter.

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# Finding Success Now:
## How Salesforce Small Business Customers Are Working Smarter

To say that businesses are in a transformative moment is an understatement. The events of the past few years have accelerated technology adoption at unprecedented scale, all while forcing businesses to adapt to new modes of working, selling and connecting with their customers.

Now, as we navigate a climate that's being rapidly defined by labour shortages, inflation, unpredictable economic conditions and new benchmarks for customer expectations, many businesses are left wondering what their next step should be. Should they batten down the hatches, become risk-adverse and wait to see what the new landscape might look like? Or should they charge towards new opportunities, upend traditional models and help create the world they'd like to see?

In times like these, there are no easy answers, but one thing's for sure: today's businesses need to get the most out of their resources – and technology is key. For businesses that are looking to evolve and become disrupters, technology can help them execute their vision and become agents of change. For businesses just looking to stay on their feet in turbulent waters, technology can help reduce costs, drive productivity, automate processes and increase efficiency.

**But just how can today's businesses unleash the full potential of technology to grow stronger, smarter and more agile? To find out, let's take a look at how some UK Trailblazers are turning to digitalisation to create a path to success – and taking their customers along for the ride.**

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# Chapter 01
# Improving processes to drive customer acquisition

New digital tools and data-driven strategies have provided today's businesses with revolutionary ways to work smarter, faster and more efficiently. Just as importantly, they've empowered them to reach more customers and build better relationships – all while reducing marketing and customer acquisition costs.

**Let's look at how two Trailblazers built digital blueprints to maximise their resources, disrupt their industries and win customers at warp speed.**
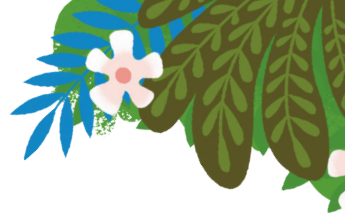
# How **GoHenry** hit the digital accelerator to double its customer base

[GoHenry](#) is on a mission to make every kid smart with money. The trailblazing fintech provides children aged 6 to 18 years with a prepaid, eco-friendly debit card linked to an app. Parents can top up the card, monitor spending, and set them tasks to earn their allowance, all from their smartphone.

"Financial education should be accessible for everyone. Salesforce has been crucial to help us scale up and teach more kids to be money confident," said Louise Hill, Co-Founder & COO of GoHenry.

And smarter money management is taking off. GoHenry doubled its member-base to over 2 million people across the UK and US in just two years without compromising on quality – after all, when your business involves money and children, the stakes are high.

To empower its people to be confident and bold, the company puts a greater emphasis on choice – starting with where they work. Slack acts as a digital HQ, meaning employees can be productive and collaborate from anywhere. During the pandemic, the team embraced change head-on, knowing they had real-time support from colleagues even if they couldn't be together in person.
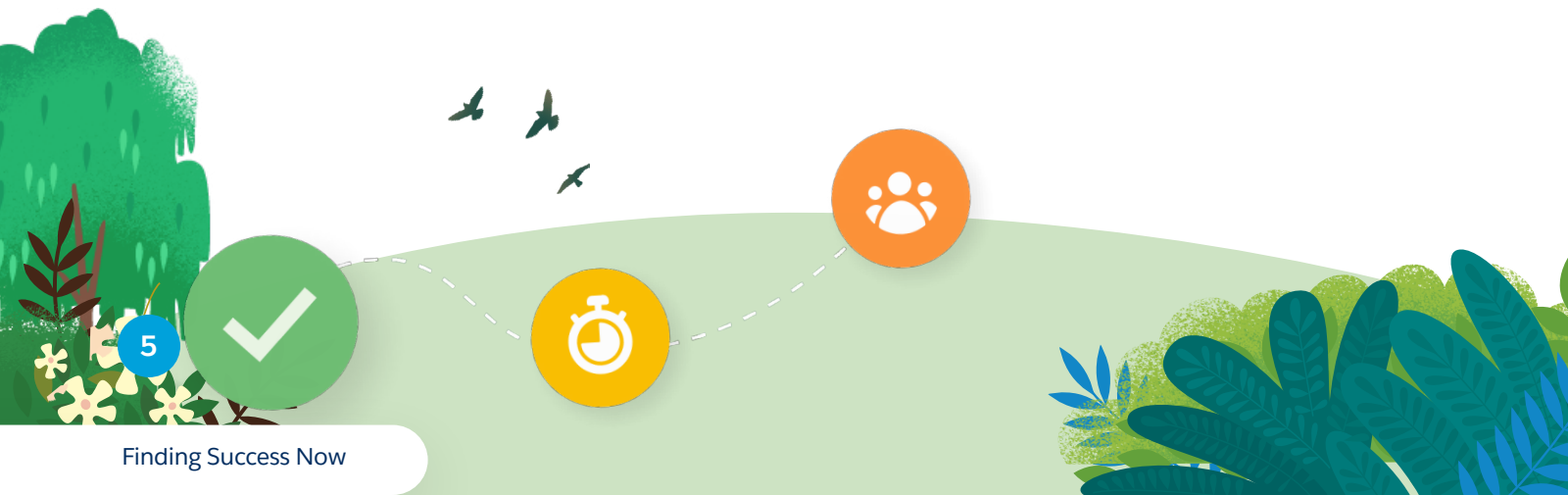
When David Smith, GoHenry's Solutions Architect, was brought in to accelerate digital transformation, staff were confident that life was about to get better. David quickly swapped manual processes for guided workflows, freeing them up to bring their A-game to work.

From service to marketing, empowering the team to give customers their all remained front and centre throughout the transformation. For example, Lightning flows in Service Cloud send users on a guided journey to help log cases faster. GoHenry automated processes, centralised data, and gave staff the right tools to serve customers quickly and efficiently. And to learn new skills and continuously improve how they use Salesforce, the team uses a free online learning platform, Trailhead.

**GoHenry's team of over 100 agents have localised Knowledge articles to help them give consistently brilliant customer service. Customers can connect with agents using their preferred channel – including email, phone, live chat, and social media – and Service Cloud centralises all communications into a single console. The team built a community FAQ to answer common queries, and set up AI-empowered chatbots to handle simple requests and route more complex cases to the most relevant free agent.**

By adopting best practices and the right technology, doubling the customer base in just a couple of years was completely manageable. With sales, service, marketing, and internal collaboration centralised on Salesforce, GoHenry had everything it needed to grow rapidly while keeping customers at the heart of operations.

# Products used:

**Service Cloud**

**Marketing Cloud**

**Slack**

**Trailhead**

**Journey Builder**

## Key takeaway:

With sales, service, marketing and internal collaboration centralised on Salesforce, GoHenry had everything it needed to grow rapidly while keeping customer delight at the heart of operations.

# Three tips for achieving this result:

**01**

### Leverage AI.

Introduce AI-powered chatbots to improve customer satisfaction and reduce the burden on your service reps. AI tools are a great way to drive productivity and increase efficiency, and by automating mundane tasks, you can free your workers to focus on more creative and impactful work. **The State of Service report** shows that 58% of service organisations have automated processes or workflows, and the amount of service organisations using AI has nearly doubled over the past two years (24% in 2020 vs. 45% in 2022).

**02**

### Look for gaps in your industry.

Great businesses start with a great idea. Companies like Netflix and Airbnb were built by reimagining industries and targeting new markets. Look at your own industry. Are there any groups that are being underserved or even ignored? Are there any opportunities to reimagine traditional physical experiences as digital-first ones?

**03**

### Skill up the workforce to take on new roles and responsibilities.

By training your workforce to use new technologies, you can not only give your employees the tools they need to succeed in their role; you can help them feel confident and more prepared for the future. **The Digital Skills report** shows that 76% of global employees feel unequipped for the future of work, and the Workplace Learning report shows that 75% of employees feel that an increased investment in workforce development would help them grow their career.

> **Financial education is our number one priority with our customers at the heart of everything we do. Salesforce has been crucial as we scale globally to provide our customers with the best possible service and, ultimately, help more kids to be money confident.**
>
> **Louise Hill, Co-Founder & CEO, GoHenry**

# How Ascertia saw 630% growth by building trust

In just 20 years, **Ascertia** has become a global leader in the development of the industry-standard technologies and services that enable today's digital businesses to trust each other, by delivering the confidence that everyday business interactions – through people, devices, data, and documents – are secure and legitimate.

Ascertia's partnership with Salesforce began in 2015, as the company looked to translate its technical expertise into commercial success and sustained revenue growth.

Ascertia created a sales charter, capturing its sales strategy, methodology, and processes, with Salesforce as the hub around which all activity would be driven and managed. Five years on, the results have been spectacular.

**Sam Crook, CRO - Commercial and Enterprise, Ascertia, reports that, in delivering a remarkable 630% growth in just five years, Sales Cloud has contributed a 245% increase in the volume of leads, a 376% increase in sales opportunities, and 460% in deals closed.**

"Salesforce is the home of everything our teams need to sell successfully," said Chris Piercey, Head of Business Development. "All of the data we need is there, there are customisable dashboards available with real time data and reminders to prompt follow-up action, for example when a renewal is available."

To ensure its data is constantly updated, Ascertia's sales and customer success teams used the Salesforce AppExchange to add Cirrus Insight to its sales armoury, automating the capture of email in Salesforce, eliminating time-consuming data entry tasks, and enabling people to focus on selling.

While the quality of its technology is acknowledged throughout the industry, Ascertia knows that achieving its goals also requires market-leading customer service. To ensure this is the case, in early 2020 it expanded its Salesforce portfolio with Service Cloud and later Experience Cloud.

"Service Cloud gives us a single view of the customer, where we are against service level agreements, how we are performing, the speed of our response, which cases are being prioritised, and why," explained Head of Operations, Ashley Morris.

**Within three months of moving onto Service Cloud, Morris reported a 25% reduction in ticket response times, down from an average of more than nine hours to under seven. Today Ascertia's average response time is just over two hours, with further improvements to come as resources to enable self-service come on stream.**

**25%**

"When you have the tools, the data, and the business intelligence that delivers, it provides us with real confidence in the future," said Crook.
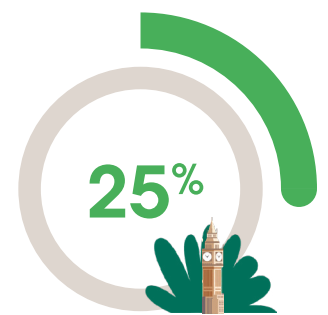
# Products used:

**Sales Cloud**

**Service Cloud**

**Marketing Cloud**

**Experience Cloud**

**AppExchange**

## Key takeaway:

Ascertia has seen 630% growth over the past five years by winning customer trust as the #1 focus.

# Three tips for achieving this result:

### 01 Turn everyone into their own IT department.

If your employees need simple solutions to make their jobs easier, empower them to create their own apps with drag-and-drop functionality. By building apps that don't require coding knowledge, you can turn the entire workforce into high-tech heroes.

### 02 Have a relentless focus on productivity.

The UK's focus on improving its productivity has its own moniker: the productivity puzzle. Evaluate your workflows and processes and make sure that there are no redundancies that could be driving down productivity. You can also look at which low-value tasks could be optimised – things like simply batching emails – in order to better manage your time.

### 03 Focus on the right KPIs to keep your teams on track.

Creating dashboards can provide your teams with up-to-the-minute data and suggestions for next best actions. When choosing what to track in your dashboards, focus on the most impactful KPIs (Key Performance Indicators) for each function or department. These are things that not only track success, but which can help reveal when, where and why different outcomes are occurring. With access to real-time data, you can even tweak processes and see the impact on your KPIs, making it easier than ever to optimise workflows.

> **In delivering a remarkable 630% growth in just five years, Sales Cloud has contributed a 245% increase in the volume of leads, a 376% increase in sales opportunities and 460% in deals closed**
>
> **Sam Crook, CRO - Commercial and Enterprise, Ascertia.**

# Chapter 02
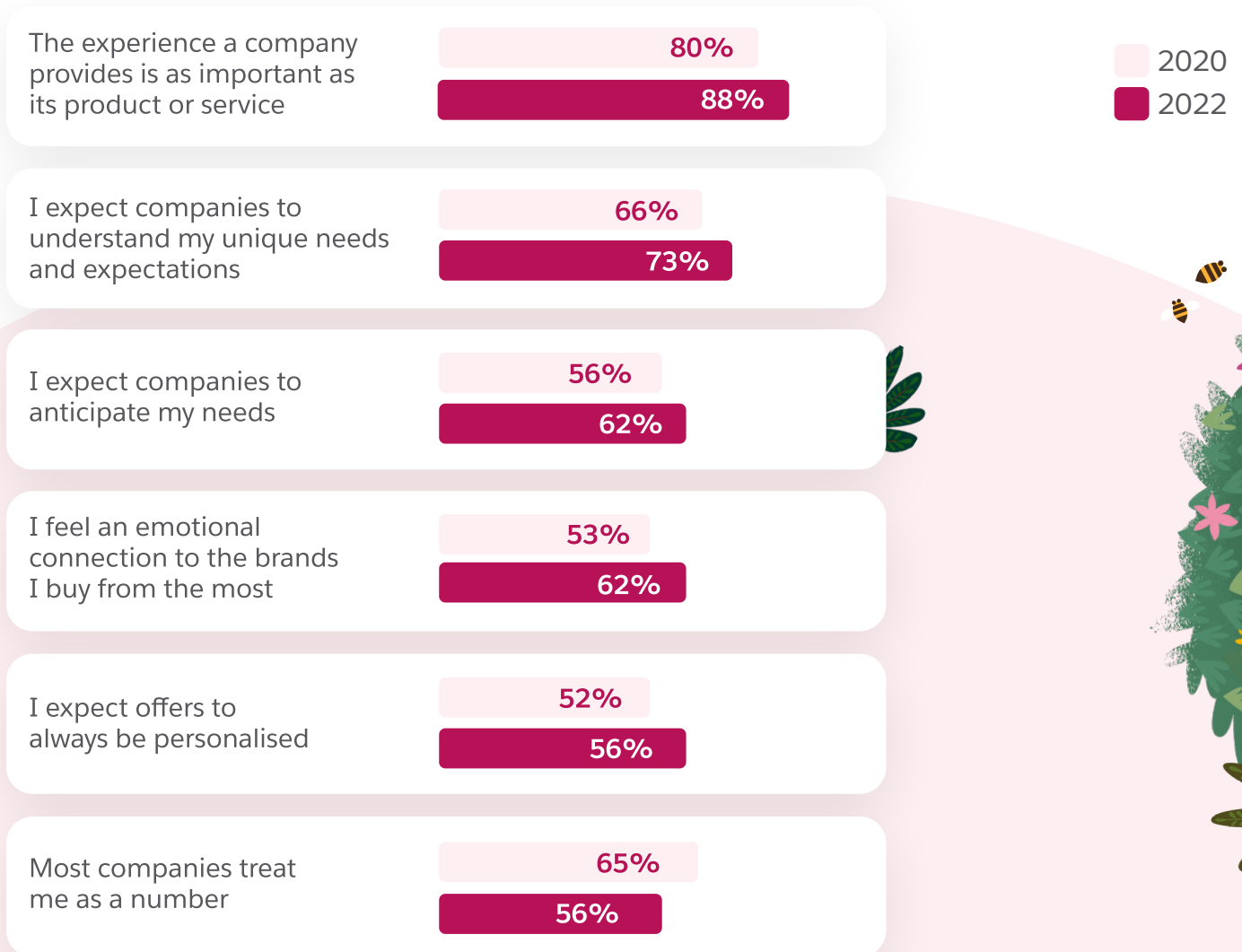# Getting a 360-degree view of the customer to provide next level service

Popular wisdom has it that the customer has always been king, but never before has the customer had so much power, so many choices and such high expectations for their buying experience. Today's customer can search products, compare prices, read reviews and complete their purchase while waiting in line for their coffee. Furthermore, they expect businesses to engage with them as individuals, rather than as just another number.
**Just check out these figures from the Connected Customer report:**

## Expectations for personalisation climb
Customers who agree with the following

| | 2020 | 2022 |
|---|---|---|
| The experience a company provides is as important as its product or service | 80% | 88% |
| I expect companies to understand my unique needs and expectations | 66% | 73% |
| I expect companies to anticipate my needs | 56% | 62% |
| I feel an emotional connection to the brands I buy from the most | 53% | 62% |
| I expect offers to always be personalised | 52% | 56% |
| Most companies treat me as a number | 65% | 56% |

With a purchasing cycle that's been reduced to mere minutes – and customers expecting a 1:1 journey – today's businesses need to move faster and be more relevant than ever before. And with customer retention becoming a red-hot priority for budget-tightening businesses, the spotlight on the customer experience is only getting brighter.

**Here's how two UK businesses powered up their companies by empowering their customers.**

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# How getting personal helped The Skin Nerd grow

In order to feel the best version of yourself, healthy skin is key. While skincare has advanced in leaps and bounds, navigating the latest products to find your perfect match can be difficult.

That's where **The Skin Nerd** comes in. Founded in 2017, the team of dedicated 'Nerds and Nerdettes' offers customers virtual consultations to understand their skin, their challenges, and empower customers with education to make the best decisions on what is right for their skin.

"We were one of the first companies to offer virtual consultations only and at the time everyone thought we were crazy, but when the pandemic hit, we were ahead of the game," said Paul Gillart, Managing Director at The Skin Nerd. "Today, we've carried out more than 50,000 virtual consultations and perform 1,000 consultations per month, and expect to grow another 40% this year."

So, how does a team of 23 delight a growing volume of customers with a highly personalised experience? With a little help from Salesforce.

"When we decided to get a CRM solution it had to be Salesforce. I wanted to build our business on the best, and Salesforce is the world's #1 CRM," said Gillart.

**Today, when a customer visits The Skin Nerd website, they can browse articles, purchase products, or book a skincare consultation using a self-serve booking app. If they have any queries while they browse, they can use Live Chat from Service Cloud.**

Both customer support agents and skincare experts use Salesforce as their single source of truth. Salesforce is integrated with the ecommerce platform to provide visibility of orders, and when customer support cases come in, they're automatically categorised by topic and routed to the right agent.

Customers can also reach the team via live chat, email, and WhatsApp. Service Cloud brings all these channels into a central console, making it easy for agents and skincare experts to give customers the same high level of service across all channels with all the information they need in one place. It's no surprise, then, that The Skin Nerd scores an impressive 85% for customer satisfaction.

"We're very selective when we hire our skincare experts. Our customers range from young teenagers through to people in their 70s, all with very different skincare needs," said Gillart. "Salesforce means we can give a seamless service to everyone; and the success is eminent - 73% of customers go on to buy products from us following a consultation."

**The company also uses Tableau to get richer insights from company data to continue to develop new products and services. The solution connects live data from multiple touchpoints and systems, including Tableau CRM, ecommerce, order data, and intel from social media. This can then be visualised in user-friendly dashboards and analysed according to use case.**

"As a company, we're always asking what we can do better. With Salesforce, we know we can bring new ideas to life quickly to help more people feel happy and confident in their own skin," concluded Gillart.

# Products used:

**Service Cloud**

**Tableau**

## Key takeaway:

The Skin Nerd has created a loyal and ever-expanding fanbase, scoring an impressive 85% in customer satisfaction.

# Three tips for achieving this result:

**01**

### Let your customer data lead you to new opportunities.

Use data-centric tools like Tableau to track customer conversations and behaviour across multiple touchpoints. By having a better picture of what's resonating with the customer – and what isn't – you can develop new products and services. Have a look at what your customers are saying. Can their conversations spark ideation? Does your customer data reveal any opportunities for how existing products or services can be improved or marketed?

**02**

### Centralise data to provide a robust SSOT (Single Source of Truth).

You will have a very difficult time providing a best-in-class CX (customer experience) if your data is trapped in siloes. Have a look at your business and see if all data is being captured in a central location, or if rogue data is stopping you from getting a complete picture of your customer. Having a reliable SSOT not only empowers your sales and service teams; it can improve cyber security and help meet data regulations.

**03**

### Listen in on social chatter.

Meet your customers where they like to spend their time – on their favourite social media channels. Each channel has its own strengths, so adapt your engagement to make the most of them. Listen in to what people are saying about your competitors. What do they like and dislike? Do you see any opportunities for how you can win them over? What are your own customers saying? Managing your online reputation has become an important consideration as more and more customers do online research before making a purchase, even if they're shopping in a physical store.

> "Today, we've carried out more than 50,000 virtual consultations with 50% growth last year. We perform 1,000 consultations every month, and expect to grow by another 40% this year."
>
> **Paul Gillart, Managing Director, The Skin Nerd.**

# Scurri reimagined its legacy systems to drive customer satisfaction

Irish scale-up **Scurri** was founded to streamline online shipping and delivery by helping retailers find the right carriers, providing customers with real time tracking and reporting, and supporting the process every step of the way.

"If you're not disrupting the market, you're lagging behind or copying everyone. I founded Scurri to redefine the future of online shipping, and with Salesforce we can put customers at the heart of operations," said Rory O'Connor, CEO and Founder.

When Scurri went to market, it wanted to find the best possible solution so it could give customers a world class experience. The team defined an implementation strategy including smarter workflows, process mapping, and a switch to an account-based marketing approach.

**When it was time to implement Sales Cloud and Marketing Cloud Account Engagement, the solution replaced multiple legacy systems and a whole host of Excel spreadsheets. Today, Salesforce unlocks greater visibility of leads as they come in from marketing channels such as the Marketing Cloud Account Engagement webform, are converted into accounts, and go the BDR team for onboarding. Any member of any team can see the status of each and every contact from their Salesforce dashboard.**

"We've created a culture of trust and transparency. Everyone can see what's happening on Salesforce and understands why we're making decisions," said O'Connor. "I knew Salesforce had made a big impact when I walked over to the sales team and saw every rep was working in Sales Cloud."

To access richer insights, Scurri is using Salesforce reports. Better access to data helps the team to become more predictive, for example tracking how long it takes to close deals helps the solution make more intelligent predictions about average lead times.

"Salesforce has helped the whole company become more sales driven. We can qualify leads faster and add more data to records to help the sales managers further down the funnel," commented Adam Roche, Business Development Manager and Salesforce Super User. "I can't picture life without Salesforce now, we'd be lost!"

**Business may be booming, but Scurri is not a company to rest on its laurels. It's continuing to make incremental changes to further optimise its platform and operations, and has plans to implement Salesforce's artificial intelligence solution, Tableau CRM, to drive more proactive sales.**

"The world is changing and becoming more digital. We were lucky to be in the right place at the right time, but in Salesforce we've found the right partner to help us adapt and evolve so we can continue blazing a trail into the future," concluded O'Connor.

# Products used:

**Sales Cloud**

**Salesforce Inbox**

**Chatter**

**Marketing Cloud Account Engagement**

## Key takeaway:

Scurri has been able to deliver world-class employee and customer experiences, resulting in a 93% customer satisfaction rating and a +100 Net Promoter Score since Brexit.

# Three tips for achieving this result:

**01**

### Lower costs with one trusted platform.

Long-standing legacy systems can stop you from getting a wide-screen view of your data. See if you can consolidate these into a single platform to remove siloes, reduce costs and improve business intelligence. Shadow IT, or the data created by workers using unsanctioned personal devices, can also pose a barrier to data integrity. Look at why employees might be using personal devices: are they more efficient than what you're offering? Can you improve your technology or processes to provide the same ease of use?

**02**

### Speed up the sales cycle to unlock success now.

One of the most beneficial aspects of digitisation is the ability to provide real-time data and actionable insights. Consider creating specialised dashboards to deliver critical data to your sales team, empowering them to close more deals, faster. By automatically surfacing key insights, you can enable your reps to pursue better opportunities and accelerate the sales cycle.

**03**

### Create a data-driven culture.

One of the best ways to unlock the transformative power of digitisation is by getting the whole team on board. The pandemic changed many roles and responsibilities forever, and your workers may now need new tools, skills and strategies to lead from the front – especially in a climate where there's been a pronounced skills gap. Ensure that you have created a data-driven culture from the top down.

**"**

**We're proud to have a 93% customer satisfaction rating and +63 for NPS. We even hit a +100 NPS rating following Brexit and unlocking greater visibility and accountability with Salesforce was a key factor in that success.**
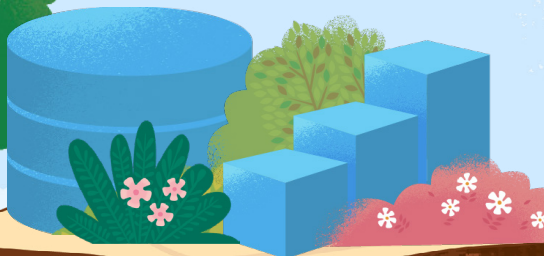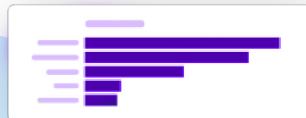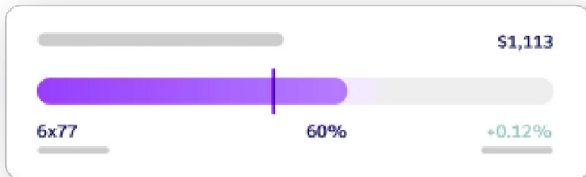
**"**

**Rory O'Connor,**
**CEO and Founder, Scurri**

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# Chapter 03
# Using data to drive faster, more intelligent decision-making

$1,113

6x77    60%    +0.12%

50%

25%

Leveraging data properly helps businesses stretch their resources further, increase employee retention, improve processes and navigate change. Most of all, data can help make smarter, business-critical decisions.

**Just how important are these benefits in the current landscape?**

**The top 5 priorities of organisations are:**

**01**   Improving operational efficiency

**02**   Creating better connected customer experiences

**03**   Improving productivity

**04**   Becoming more agile for change

**05**   Becoming more data-driven[1]

   [1]**IT & Business Alignment**
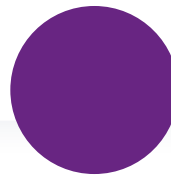
All 5 of these priorities can be addressed through digitisation. In fact, becoming more data-centric can be looked at as a panacea for a multitude of business challenges. But data isn't only useful for fixing issues – it's crucial for seizing new opportunities. **Here's how two UK businesses used their data to blaze trails towards a smarter, brighter future.**

# How **Audioboom** automated critical workflows while delighting its workforce

**Audioboom** helps podcasters host, distribute, and monetise their shows, while matching advertisers with relevant podcasts to have the biggest impact.

But matching advertisers to podcasts is no mean feat. Not only does the content have to be relevant, pricing is based on the podcast's CPM (cost-per-thousand impressions, relating to the audience's size and demographics) and can vary wildly.

To organise sales, bookings, and billings, Audioboom used a fearsome behemoth of a macro-infested spreadsheet, nicknamed The Excel That Ate Manhattan - plus a cloud file hosting service to store contracts and other paperwork, offline notes, and other legacy processes.

"With operations across the UK and US, it was difficult to work seamlessly. Even small things, like the regional difference in date format, were constantly breaking macros, and it was hard to find and collate data," recalled Lance Paterson, VP of Research at Audioboom.

In 2018, Paterson and team began looking for a new solution. Over the next three months, the team built LIRICAL using the Salesforce Platform and out-of-the-box components such as Opportunities. The solution went live on 31st December 2018, and Audioboom hasn't looked back since.

Today, LIRICAL acts as a central repository for podcast and advertiser records, using APIs to gather real-time data such as the latest listening figures and tracking podcaster preferences for what kind of adverts are broadcast during their show.

**Tasks such as onboarding and executing group actions, such as applying an agreed price for an advertising slot to a number of records, can be done simply in just a few clicks, and data feeds into live reports so the team can analyse and track trends to identify any gaps in the market or popular genres and make smarter decisions about where to invest.**

**25**

Managing finance is also easier in LIRICAL. The system automatically calculates the correct rates for advertising - and all revenue shares, taxes, and fees - on a particular podcast based on its CPM. That means the sales team can book in advertisers over the phone without having to haggle over prime slots and costs and risk being outbid by a competitor, which is rife in the industry.

"Booking ad space used to take hours for every order and involved a lot of manual cross-referencing, agreeing the price, and calculating revenue shares. Now that it's mostly automated, every sale can be processed end-to-end in under ten minutes," revealed Paterson.

Billing also used to be a complex, manual process, relying on data taken from spreadsheets. But, with the new billing engine built on Sales Cloud, accurate incoming and outgoing invoices can be generated, pulled into the company's accounting system via an API, and sent out to customers in just one day.

This process previously took around 30 days and generated up to 100 support calls and queries per month, compared to just one or two calls today. Customers are responding well to the more efficient and transparent process and pay promptly in 87 days (and falling) compared to an average of five months previously - resulting in improved cash flow and partner relationships.

**Over the past few years, Audioboom has been through more than just a digital transformation. It's seen a shift in culture, and become a happier, more efficient business as a result.**

"Everyone who works with Salesforce – and almost every process we have in the business – has seen a change for the better," says Lance Patterson. "Grind jobs have almost vanished; workflows really flow. All the information we need about partners and clients is at our fingertips. Don't be afraid of making the change."

# Products used:

**Sales Cloud**

**Experience Cloud**

**Chatter**

## Key takeaway:

Audioboom can now sell across 1.67 billion premium advertising impressions a year, for over 300 different advertisers, on hundreds of shows around the globe. Its revenue grew from less than $12m in 2018 to $74m in 2022.

# Three tips for achieving this result:

**01**

### Re-examine your business's most complex processes.

Simplifying processes can be a quick and easy way to make your business run smoothly. Map out your processes and workflows and see if there's any place where complexity can be removed. Are your processes standardised? Are there any manual steps that could be handled by creating apps or integrating systems? Ensure that you're viewing processes holistically, rather than looking at each function individually with no knowledge of how they're impacting other areas of your business.

**02**

### Aim your technologies at your USP.

Look at your business's USP (Unique Selling Proposition), whether it's your brand's messaging and voice, a one-of-a-kind product or service, or just the ability to do something better than the competition. How can your technology help you take that differentiator to the next level?

**03**

### Gather feedback from the workforce.

Speak to your teams and see if they have any ideas for how to use automation. Can they think of new ways it can help them do their jobs better? Are there any ways that it can help the business seize new opportunities or provide exceptional customer experiences? Your team will be very familiar with day-to-day operations, so it's likely they'll have some creative ideas for how to deploy the power of technology.

> "
>
> **Salesforce helped us automate out the grunt work, so our lean team of 40 can handle higher volumes of work efficiently and accurately. We're experiencing 93% year-on-year growth – outperforming the wider industry, and with a vastly smaller team than many of our competitors. With better processes, we can deliver better pricing and better service.**
>
> **Lance Paterson, VP of Research at Audioboom**
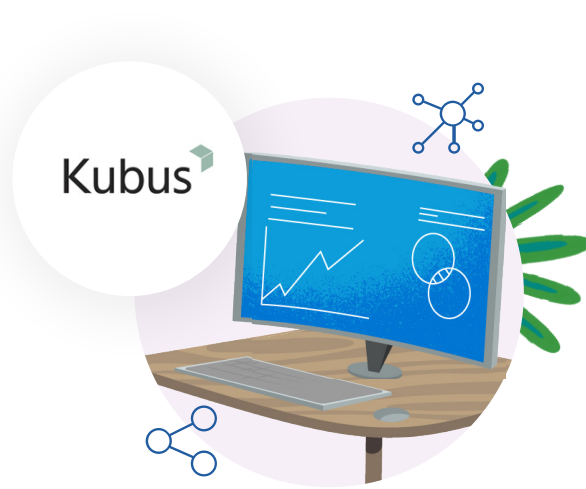
# Kubus makes things happen for its customers – just when they need it most

When businesses around the world had to scramble to enable their people to work in a COVID-safe environment, whether at home or socially-distanced in the workplace, the impact on suppliers of IT products and services was seismic.

That was a challenge that **Kubus**, a UK-based, multi award-winning IT solutions and services business, embraced with style, providing unprecedented opportunities to further cement the close relationships it enjoys with its customers.

"Kubus can make things happen for its customers when they need it most, in a way that many of our competitors simply cannot. As a result, some of our customers have been with the company for ten years or more. But to be able to operate at speed, with agility and confidence, businesses like ours also need great technology, systems, and information of our own, that we know we can rely on, and this is where Salesforce plays such an important role for us," said Andrew Humphrey, Chief Operating Officer, Kubus.

Despite years of success, when Humphrey and Head of Infrastructure, Greg Bennett, joined Kubus, they inherited a number of antiquated systems, including an inadequate customer relationship management (CRM) system. Sales and marketing activities were disconnected, bulk emailing to customers and prospects was impossible, and, with no synching of business-critical data, sales forecasting was time-consuming to prepare, with the content unreliable and often days or weeks old.

"We both concluded that we needed a fresh, modern, agile CRM platform that people understand, that's well supported and highly rated in our marketplace, one that we could integrate with other systems and with customers and partners. Salesforce met all of these criteria and so it was a natural fit for us," said Bennett.

Sales Cloud is enabling Kubus to centralise and drive business development activity, choreographing all activity, tracking leads, and automating task follow up.

**As a result, sales performance is transparent and processes are full of rich data and valuable insights, shining a spotlight on those activities and formulas that delivered sales success, for colleagues in Kubus's 20-strong sales team to replicate. Kubus is also an extensive user of Marketing Cloud Account Engagement, a B2B marketing automation solution, for lead management, with prospects automatically integrated with Sales Cloud as opportunities for the sales team to pursue.**

Importantly, Bennett believes that the company now trusts its data, and with everything in one place, teams can focus on the tasks before them each day, marketing, selling, and serving customers.

"Salesforce has been brilliant in that respect, we can create dashboards and the data is in real time, the speed of decisions has improved immeasurably, so Humphrey and the sales team can crack on with their work. You can have the best IT in the world, but the trick is to maximise the value it delivers, and Salesforce enables us to do that."

# Products used:

**Sales Cloud**

**Marketing Cloud Account Engagement**

## Key takeaway:

By equipping its salespeople with industry-leading tools, Kubus was able to provide them with more accurate forecasts and rich customer insights. It was also able to take a more targeted marketing approach, focusing its spend on the activities that would have the greatest impact.

# Three tips for achieving this result:

**01**

### Look for low-support solutions.

Reducing IT costs doesn't have to mean falling behind digitally savvy competitors with bigger IT teams – it might just mean choosing the right provider. Companies across industries and regions are seeing, on average, an estimated 25% savings on IT costs by using Salesforce (Source: 2022 Salesforce Success Metrics Global Highlights study).

**02**

### Make sure the right data is getting to the right people.

Your business may be able to gain additional working time simply by freeing its finance department from having to manually extract data from disparate sources. Once you have a centralised HQ for your data, you'll want to make sure that you're turning all that information into actionable insights. And just as crucially, that those insights are being delivered to the people that they'll help the most.

**03**

### Brush up on the Pareto Principle.

The Pareto Principle posits that 80% of results come from 20% of actions. This isn't a hard and fast rule, but there's truth to the idea that the majority of results often come from a minority of inputs. Being able to get a granular view of marketing activities can help your business focus on what's delivering wins – then double down with targeted campaigns. Examine your data and see which activities are generating the best results and give them the attention they deserve.

"

**For the first time I can accurately measure our return on investment on marketing campaigns, understand what really works, and focus our spend in those markets.**

**Andrew Humphrey,
Chief Operating Officer, Kubus**

"

# Unlock success now

In this economy, finding business solutions that can cut costs and deliver big benefits quickly is crucial. Here are some of the advantages that businesses are unlocking through Salesforce[2]:

**+29%**
Increase sales productivity by 29%

**-27%**
Lower support costs by 27%

**-27%**
Lower costumer acquisition cost by 27%

**-26%**
Decrease cost of placing orders by 26%

**+29%**
Get insights 29% faster

**+27%**
See 27% faster automation of business processes

**+26%**
Increase employee productivity by 26%

**-25%**
Lower IT Costs by 25%

**No matter how your business chooses to approach this unpredictable climate, it's more important than ever to ensure that it's being led from a place of knowledge. That it's running as efficiently as possible. That the workforce is productive, happy and aligned. That the customer is at the heart of operations. And that your business is operating at 100% of its potential, 100% of the time. After all, the future depends on businesses like yours.**

# Further Resources

## Sales Cloud Free Trial

Try Sales Cloud free for 30 days and see how it can help your business maximise its leads and close more deals.

**SEE MORE**

## Small Business Solutions

Explore our range of solutions for marketing, sales, service and more. Discover what Salesforce can do for your small business.

**SEE MORE**

## Salesforce Small Business Demo

Take Salesforce for a spin with a free trial. No credit card or download required.

**SEE MORE**

## Salesforce Resource Centre

Dive into a range of free resources for small businesses, including new reports, videos, insights, tips and more.

**LEARN MORE**

## Customer Stories

Find inspiration in the stories of our partners and customers, who are charting new paths to business success.

**READ STORIES**