CRITICALRIVER

CriticalRiver's Salesforce Solution Delivers Improved Sales, Service and Marketing Effectiveness

The customer initially used another partner to implement Salesforce Communities for customer service, but the application wasn't functioning the way they anticipated nor delivering the expected benefits. Furthermore, the company wasn't happy with its lead scoring and quality of leads being generated from marketing initiatives. At the same time, the company was looking to migrate to the Lightning framework to be compatible with new Salesforce releases and improve user productivity by using new user-friendly features.

Solution

CriticalRiver was engaged to reimplement Salesforce Communities, implement Salesforce Marketing Cloud, and develop a plan for enhancing functionality and performance in the future. As part of the project, CriticalRiver:

- Integrated additional customer service-related data into the Communities portal to provide more relevant information on orders and service requests
- Implemented Marketing Cloud for campaign management, including targeting, list management and marketing templates
- Established improved lead scoring rules
- Delivered Social Listening enhancements, Blizzard PC experience, Korean support for communities
- Enabled and enhanced Communities to support GDPR requirements
- Setup a service desk to handle queues and improve workflow
- Developed Salesforce Lightning migration plan

Benefits/Results

- More comprehensive service portal that enables customers to get answers and resolve problems without calling customer service
- Better targeting and management of marketing campaigns
- More qualified leads being passed to sales
- GDPR compatible and compliant
- Reduction of operating and IT support costs
- Blueprint for improving speed and performance of Salesforce application in the future

Customer is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products for various consoles, handheld platforms and the PC. Over the past five years, the company has continued to thrive as a leading digital entertainment provider whose games appeal to a variety of gamers.

Industry: **Information and Entertainment**

Salesforce Solution Components:

- Service
- Marketing
- Communities
- Lightning

Customer Feedback:

"CriticalRiver's guidance has enabled us to take full advantage of our investment in Salesforce and improve our customer service, marketing and sales efforts."

salesforce consulting partner