



# inoday Helped an eCommerce Business to Serve Customers Better with Salesforce

Location: **Australia**

## Introduction

The case study demonstrates how proper planning, phased development and integration, and expertise can overcome complex challenges and deliver transformational business outcomes through Salesforce.

## About Customer

A well-known sports gear company located in Australia with a robust online presence has been working with a motto to provide its customers with top quality sports hardware as per demand.

As a decade-old brand, the eCommerce company has been offering multiple products from leading international brands.

## Business Challenges

Despite attaining growth in revenue, the company faced a significant operational challenge due to its inability to manage relationships with customers.

Their operational costs were constantly rising, creating an alarming situation for the CFO and the financial team.

The company was already using its on-premises based CRM solution with certain limitations. Its system was unable to handle queries from more than 1000 customers at a time.

This is one of the biggest drawbacks of the existing CRM solution. Moreover, the system was not providing support to the Sales and Marketing team to generate additional revenue and create personalized campaigns.

## Solution

Based on the concerns raised by the CFO, the COO of the eCommerce company evaluated the market to select the best Salesforce consulting company. After careful evaluation, they selected inoday.

inoday's team carefully assessed the current situation and based on that, they created a meticulous plan and followed industry best practices.

- Migrated data with over 5,00,000 customer records and over 20,000 product listings from legacy systems. They did this post-cleansing data to eliminate duplicate data entry.
- Reviewed customizations, workflows, and automation before starting the coding process. In addition, the team has also ensured compliance with Salesforce best practices.
- Once the code is pushed to the Sandbox environment, the QA team at inoday performs unit testing. It ensured that the system was working as expected (along with all its functionalities).
- Staff training comprehensive training programs were conducted for all departments, ensuring the smooth adoption of new processes and technologies.

## The Result

The development and integration of Salesforce CRM transformed Premium Sports Gear eCommerce company from a struggling one into a competitive digital retailer. The unified platform eliminated data silos, automated manual processes, and provided the scalability needed for continued growth.

- Auto scalability to handle multiple customer requests simultaneously without any system downtime.
- As the Salesforce CRM system was available in the cloud, the customer information was stored in a single location. This has helped the operations & marketing team deliver personalized experiences.
- The operations team is now able to expedite the order fulfillment process and focus on business growth through automation and syncing of data across various platforms.
- The marketing team can now work towards achieving its core objective of creating targeted campaigns that deliver results to add value to the eCommerce company.
- The operational costs are now down by over 25%, resulting in consistent positive performance for the eCommerce company **(See the chart below to get more details).**

