

# CASE STUDY

**More Effective Customer Acquisition  
With the Salesforce Service Platform**

**softserve**

**Increase your cost savings, system flexibility, sales team effectiveness, and end user satisfaction.**

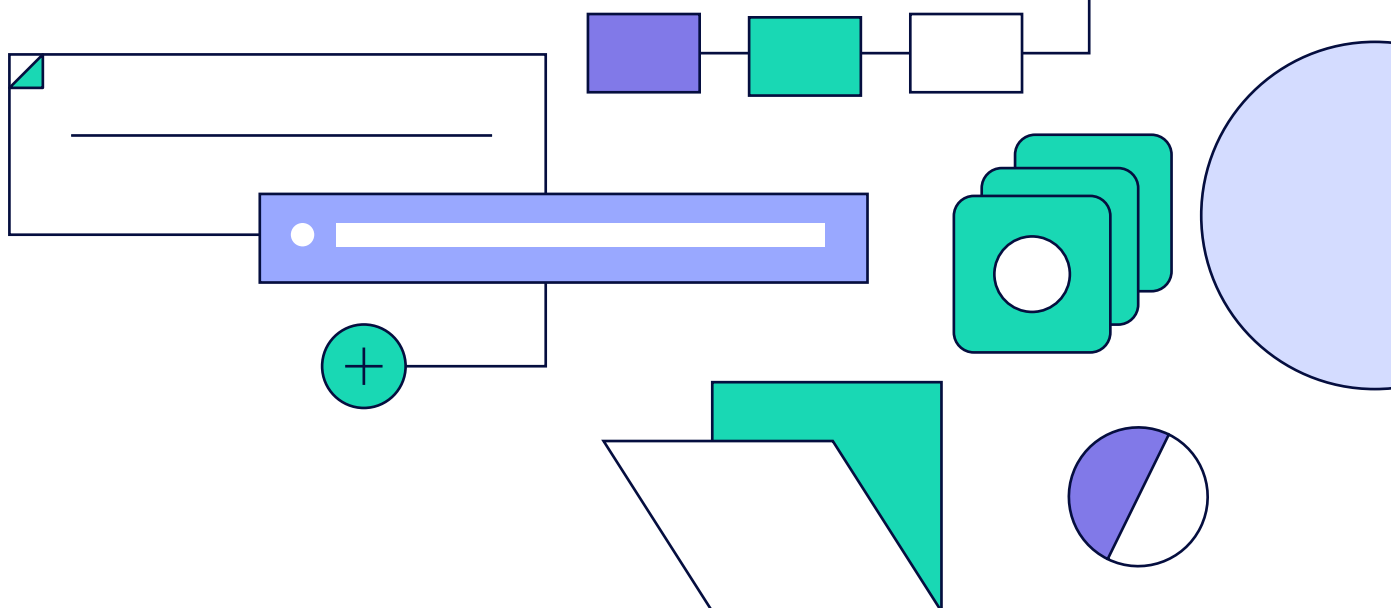
Enterprises can struggle with fully optimizing all that Salesforce has to offer to achieve their goals. Such was the case with our global commercial real estate client who provides flexible shared workspaces to other companies ranging from technology startups to Fortune 500s.

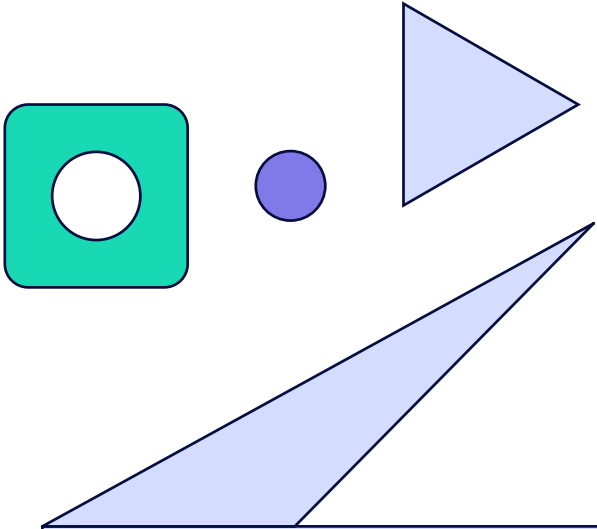
Their Sales Cloud was configured inefficiently, leading to systematic data loss and decreasing customer acquisition.

Even worse, this client was paying to support Salesforce features and functionalities they didn't use, wasting extensive efforts to maintain a customized platform, and defying industry standards while overpaying for their CI/CD solution.

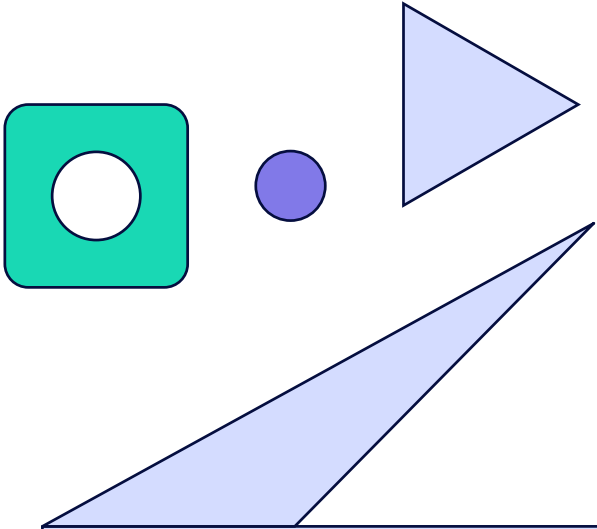
SoftServe's challenge was how to properly configure and customize the client's Salesforce platform to:

- Enhance sales team's efficiency and effectiveness
- Drive a well-structured sales process
- Reduce the cost of system maintenance and support
- Set up improved CI/CD using technologies aligned with industry standards

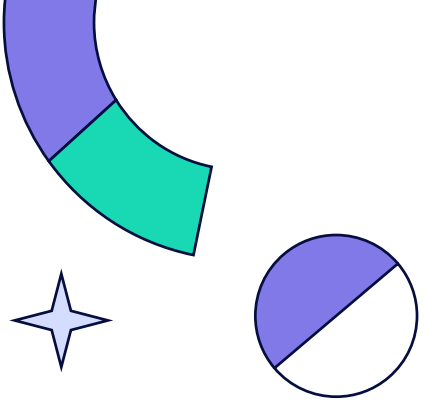




To increase the quality, speed and win-rate of the company's sales teams and ensure the most effective sales processes, SoftServe reconfigured their Sales Cloud functionalities and built a proof-of-concept solution based on Salesforce CPQ.



SoftServe's expertise went beyond just cutting costs. It transformed the client's Salesforce interface, simplified the system, and improved their overall effectiveness and efficiency.



Once implemented, these changes led to dramatic results:

- Increased system flexibility
- \$1M per year cost-reduction
- Flattening of the learning curve for new team members, leading to better and more effective onboarding
- An intuitive interface for end users that followed best practices for sales
- Simplified platform thanks to reduced customization allows for easier upgrades and new feature maintenance

**LET'S TALK** about how SoftServe can optimize your Salesforce performance, saving you money, improving engagement, and accelerating your customer acquisition.

## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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