

frc environmental – Implementing Salesforce Sales Cloud

A Case Study in Sales Efficiency

wdci



frc environmental
deep thinking. science.

“At frc environmental we provide highly specialised solutions to our clients. Working with WDCi to rapidly implement Salesforce has enabled us to support our specialised services with a customised CRM solution that matches our unique business language. We now have a best-of-breed sales automation tool in place to enable us to respond rapidly to client enquiries, track our sales progress and report on our sales effectiveness. Salesforce has continually surprised us with how simple it is to customise to our business needs.” – Dana Cole, Projects.

frc environmental Challenge

Implement a solution for sales automation, customised to match a very specific business process. Deliver a cost-effective solution that will document communication with our clients. Implement a platform that will provide the basis for integration with third party applications in the future.

Solution

- Salesforce Sales Cloud

Details

The solution involved importing a series of existing data, setting up users and customising Salesforce to match very specific business language and information, and capturing specific sales data.

Results

- **Cost effective** : Using a cloud subscription-based solution enabled frc environmental to sign up for best-of-breed software at a price that provided them with a short return-on-investment.
- **Rapid Implementation** : The new system was implemented in weeks.
- **Highly Customisable** : Salesforce’s easy tailoring enhanced the adoption of the new system company-wide.
- **Solutions** : Salesforce provided a centralised platform to capture information frc environmental had not intended it to.
- **Scalability** : frc environmental gained the ability to respond rapidly to leads, opportunities and customer enquiries.
- **Visibility** : All frc environmental’s customer interactions were tracked and monitored.

About frc environmental

frc environmental has the expertise and experience to deliver insight across the full range of aquatic environments, from freshwater and estuarine to marine ecosystems. Our wide-ranging capabilities in surveying, assessing, managing, monitoring and reporting enable us to give our clients the confidence and clarity for action.

