

## At Harris Interactive, Salesforce CRM delivers ROI and boosts forecast accuracy



“Salesforce CRM has allowed us to reinvent the way we think about our business.”

— Harris Interactive

### Challenge

- ⋈ Harris Interactive, a worldwide market research and consulting firm, needed to improve global communication and sales efficiency by enabling greater cross-functional support among sales, marketing, finance, and research.
- ⋈ Executives wanted a “sales culture” in which the sales organization and company overall adopted a cohesive approach to selling.
- ⋈ The company needed one common system globally that its new sales organization and other business units could access anywhere, anytime.
- ⋈ Harris Interactive wanted to overcome the challenges from its previous Siebel investment, such as user complexity, lack of customization capabilities, low user adoption, and poor ROI.

### Solution

- ⋈ After discarding Siebel and considering Salesforce CRM and Saleslogix, Harris Interactive deployed Salesforce CRM because of its cost-effective cloud-computing platform, flexible integration options, and customization capabilities.
- ⋈ Harris Interactive implemented Salesforce CRM in the U.S., Canada, Europe, and Asia, tailoring more than 250 fields to manage contacts, opportunities, leads, marketing campaigns, accounting, legal trademarks & agreements, and reporting.
- ⋈ With Salesforce CRM’s intelligent workflow capabilities, Harris incorporated formulas into approval processes to streamline its complex commissions management process.
- ⋈ With Salesforce CRM, the company has one common platform tying operations to sales, resulting in greater communication, operational efficiency, and customer intelligence.
- ⋈ Apps such as CRM Fusion’s DemandTools, ExactTarget’s ExactTarget for AppExchange, and Centive’s Centive Compel extend Salesforce CRM’s functionality; Harris Interactive also wrote its own “Competitive Profiles” app using the Force.com builder.

### Results

- ⋈ Salesforce CRM’s cloud-computing model enables Harris Interactive to avoid \$250,000 per year in administrative management costs typically associated with traditional CRM offerings.
- ⋈ Accurate sales forecasting, which was hit-or-miss before Salesforce CRM was deployed, has improved significantly and is as high as 90% in some divisions.
- ⋈ Pipeline visibility has increased by 50%.
- ⋈ Forecast creation time has decreased by an estimated 50%.
- ⋈ In the U.S. and U.K., ROI was achieved within the first month; in France, Canada, Germany, Hong Kong and Singapore, ROI was achieved immediately.
- ⋈ Supply-chain efficiency has doubled.
- ⋈ With Salesforce CRM, the company has over 90% user adoption globally.

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