

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

Meet 5 High-tech Trailblazers from India



Unite your teams around the customer



Be inspired by our Customer Trailblazers.



For years, high-tech firms have pushed the boundaries of technology to transform the way we live and do business. Now, as the world grows more technology-reliant, high-tech businesses have a host of opportunities to create new value and impact – perhaps even lead economic recovery.

In many ways, being digital-first comes naturally to high-tech firms. They're constantly exploring the next frontier of technology through their products. But out-competing each other based on product innovation is no longer enough. Customer experience also matters – now more than ever. Today's end consumers and enterprises expect quick, seamless, and always-on service. They want to be engaged with on a personal level across touchpoints.

Meeting these demands is simpler when you have the right data. Salesforce empowers high-tech companies like yours with a 360-degree customer view. So, teams can sell smarter, personalise customer engagement, and deliver exceptional experiences at scale and at speed. We also help you automate backend sales and service tasks, so that your best assets – your employees – are freed up to connect with customers in a deeper, more meaningful manner.

The following stories showcase five high-tech leaders that are using technologies like Salesforce to raise the bar on customer and employee experiences. Whether they're reimagining sales, or discovering new ways to delight customers, these companies are blazing new trails in CRM and beyond.

We're proud to be part of their journey, and we hope they inspire you to engage with your own customers in a whole new way.



Panasonic Life Solutions India powers high-voltage sales with Salesforce

Panasonic Life Solutions India (PLS India) combines the cutting-edge technology of global electronics giant, Panasonic Corporation, with the vast customer support network of one of India's largest electrical materials manufacturers, Anchor Electricals.

The company's innovative and eco-friendly products for lighting, wiring, ventilation, and more make life simpler, safer, and more comfortable for consumers.

While PLS India has traditionally focused on selling to dealers and retailers, the company is now actively growing its B2B and B2G businesses – selling to builders, contractors, architects, and government agencies.

With Salesforce, PLS India has automated all B2B sales processes, from lead creation and nurturing, to conversions and order management. Thanks to a unified customer view, sales reps can demo products, make pitches, negotiate with customers, and close deals from anywhere. They can also engage customers at scale through personalised email campaigns created on Salesforce.

Normally, a CRM implementation of this size would take 7-8 months. But PLS India went live with Salesforce in a record three months, thanks to their foresight, focus, and planning.

This is their story of digital transformation.

“

The success of our business depends on how quickly we make decisions, and how agile we are in responding to customers. **Salesforce helps us do both with optimal efficiency.**

”

AJAY SARAF

SENIOR VICE PRESIDENT AND HEAD - PROJECT BUSINESS,
PANASONIC LIFE SOLUTIONS INDIA





Business need

- PLS India wanted to make sales decisions faster, and respond to customers in a more agile manner
- Previous CRM systems had limited capabilities and were difficult to adopt
- Sales and customer data was distributed across systems and paper-based documents, hampering visibility
- The company wanted a flexible, customisable, and easy-to-use CRM solution that would yield optimal value on investment

Impact



Solution



Sales



Pardot

- Sales Cloud streamlines the entire B2B sales lifecycle
- A single source of sales and customer truth enables sales teams to sell smarter
- Clear categorisation of leads helps sales reps prioritise their efforts and resources
- Integration with the ERP solution enhances visibility into orders, billing, and shipments
- Pardot helps teams create personalised email campaigns at scale and at speed
- Predictive analytics and reports help leadership teams stay up-to-speed on sales pipelines, and forecast with precision

Hubilo makes customer satisfaction the main event with Salesforce

When the pandemic brought physical events to a standstill, Hubilo, an event management tech startup, saw their revenues plummet to zero. But within 20 days, the company re-emerged with a virtual event management platform designed for deep engagement and event excellence.

The platform became a massive hit, enabling Hubilo to raise about \$28 million in funding in less than a year, while also achieving their two-year revenue target in just six months.

As their business skyrocketed, the company wanted a CRM system that could keep up with their exponential growth. With Salesforce, Hubilo could run sales and CRM on autopilot. More importantly, they could connect multiple functions, including sales, customer success, and account management on a single platform.

Meanwhile, a partner portal created on Salesforce helps the company onboard and manage over 40 resellers and 17 distributors so efficiently that the end customer enjoys a seamless experience.

As Hubilo continues to win customer trust, here's a look back at their CRM journey.



We're committed to anticipating customer needs, speaking their language, and winning their trust. [Salesforce helps us have these meaningful conversations.](#)



DEEPAK LAMBA

HEAD OF GLOBAL SALES AND PARTNERSHIPS
HUBILO





Business need

- Hubilo wanted to offer customers a seamless event planning and execution journey
- Sales and CRM systems weren't scaling as fast as the company
- Sales, quotes, and invoices were managed on separate systems, fracturing the sales cycle, and delaying contract approvals

Impact

4
systems -
1 unified
platform

for operations

9X

reduction in
time-to-quote

40
resellers

and 17 distributors
managed on the
partner portal

Solution



Sales



Experience



Service



Analytics

- Salesforce Customer 360 unites different teams on a single, unified platform
- Sales Cloud streamlines and automates sales processes, enabling sales reps to spend less time uploading data, and more time selling
- A single source of customer truth makes customer conversations more focused and meaningful
- A partner portal on Experience Cloud makes it easy to onboard, manage, and communicate with partners
- Service Cloud arms customer success teams with all the information and answers they need to support customers throughout their event management journey
- Tableau Analytics will help management spot trends faster, predict outcomes better, and make smarter decisions

Secutech builds deeper, richer customer relationships using Salesforce

In 2001, two young entrepreneurs embarked on a mission to make buildings smarter. Today, their company Secutech is one of India's leading master system integrators (MSIs) with multiple Fortune 500 clients like Google India, Adani, Reliance, Tata, and Cisco.

The company strives to respond proactively to customer expectations at every stage. That's where Salesforce makes a difference. It gives Secutech complete customer data transparency to drive sales, projects, and services.

Sales reps can now sell from anywhere since all the information and tools they need are just a click away. Although reps haven't met customers face-to-face since COVID-19, they've been able to engage on a personal level through targeted digital campaigns created on Salesforce.

When it comes to service, supervisors can intelligently assign field service jobs through Salesforce. In turn, field service engineers can manage tasks on-the-go with instant visibility into schedules, customer history, and more.

These and other capabilities are helping Secutech deliver high-quality customer experiences. Here's how they reached this level of maturity with Salesforce.



Salesforce gives us real-time intelligence to drive sales, projects, and services.



ADITYA PRABHU

CO-FOUNDER AND GROUP CEO,
SECUTECH AUTOMATION INDIA PVT. LTD.



SECUTECH





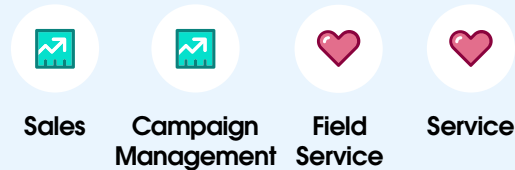
Business need

- Secutech wanted to improve data transparency, so that teams could respond more proactively to customer needs
- Sales reps needed a solution to help them sell from anywhere in a COVID-19 world
- Sales, service, and project management processes were managed on multiple different systems, leading to silos
- Support tickets were manually tracked on spreadsheets; field service data was unstructured and scattered
- Numerous manual touchpoints led to communication gaps between field service engineers and customers

Impact



Solution



- Salesforce offers a single source of customer truth to engage with customers better
- Sales Cloud digitises the sales journey, enabling sales reps to sell from anywhere
- Salesforce Campaign Management personalises customer engagement, and speeds up partner communication
- Service Cloud accelerates complaint resolution through automated ticketing and real-time complaint status tracking
- Salesforce Field Service optimises resource scheduling, keeps customers updated about service requests, and enables data-driven assessments of engineer skills
- The Field Service mobile app helps engineers manage jobs on-the-go, improving productivity

Whatfix takes on the global digital adoption platform market with Salesforce

Whatfix is a digital adoption platform that provides in-app employee training for software solutions. Set up in 2014 with three people in a single office, Whatfix today has more than 700 employees, six offices across the globe, and 600+ customers.

Early in their remarkable journey, Whatfix saw the need for CRM technology to understand and meet customer requirements. While their initial CRM had served them well, the company was growing fast, and needed to make more data-driven decisions. With Salesforce, they found what they were looking for.

Buyer journeys are now clearly differentiated, allowing the sales team to engage prospects differently at different stages of their journey. The team also has instant visibility into the best lead channels, client profiles most likely to convert, and other such insights which help them optimise sales performance.

With powerful dashboards, top management needs only about 60 seconds to understand the complete narrative around a deal. So, if the deal isn't closed on time, they can act instantly to tackle the issue.

This wasn't the case a few years ago.



Salesforce offers us scale. For small teams, this is a great asset. My advice to all SMEs would be to invest in a solution that enables scalability to support their future growth.



PRAKHAR JAIN

SENIOR DIRECTOR OF GLOBAL SALES,
WHATFIX

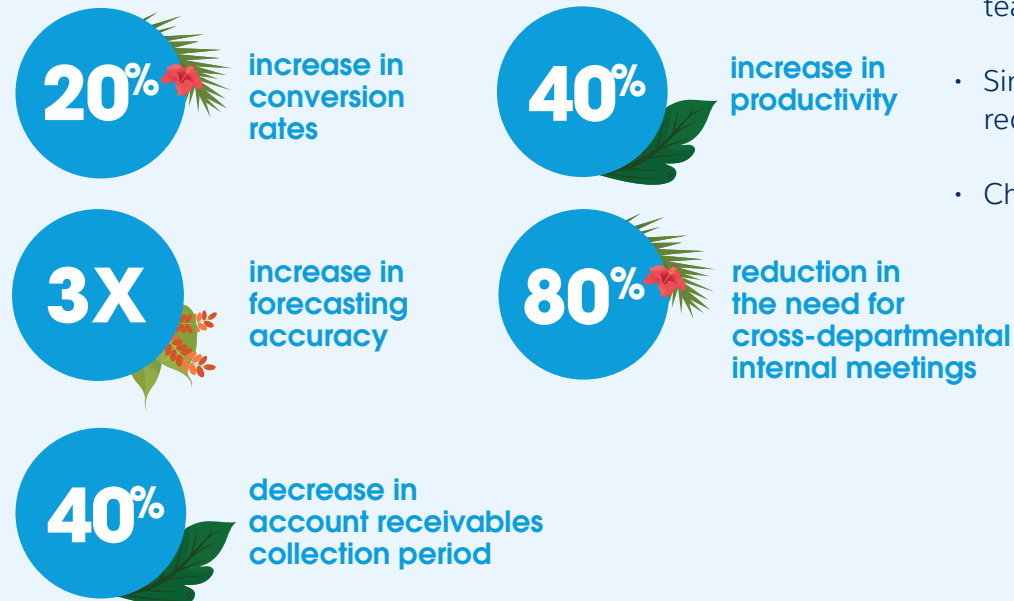
The Whatfix logo, featuring the word "whatfix" in a lowercase, rounded, teal-colored font.



Business need

- Whatfix's sales team needed a customisable and scalable CRM solution to boost sales efficiency
- The lack of differentiated data on buyer journeys limited the sales team's ability to carry out targeted sales
- Siloed data led to a fragmented prospect view that hampered productivity and collaboration
- The leadership team had limited access to sales activity data

Impact



Solution



Sales



Pardot

- Sales Cloud has automated pipeline management, and streamlined the flow of data from marketing to sales teams
- Differentiated data on buyer journeys helps the sales team prioritise and target their sales activities
- The automation of deal closure email notifications to multiple departments helps sales people focus on core activities
- Managers receive regular emails that help track and monitor sales team activity
- Simple dashboards provide a single view of data across teams, reducing the need for physical meetings
- Chatter has boosted collaboration across the company

GEP tackles COVID-19 disruptions for customer global supply chains with Salesforce

GEP is a leading provider of procurement and supply chain software, strategy, and managed services to Fortune 500 companies, such as Bayer, Lenovo, Macy's, and Unilever. The company's SaaS solution, GEP SOFTWARE™ is a unified source-to-pay platform that helps customers manage their end-to-end procurement and global supply chains, from sourcing to payments. It needs to be up and running 24/7.

When COVID-19 hit, the company had to rapidly transition to work-from-home, while keeping service levels intact. There could be no disruption in their offerings or the way clients wanted to use their services.

With Salesforce, teams have been able to deliver always-on support for GEP SOFTWARE™ throughout the pandemic. A single customer view across channels helps them resolve cases faster, even when working remotely. For routine queries, customers are enabled to self-serve, leaving agents free to attend to more complex requests.

Driven by training, agents are showing strong ownership to solve issues independently and with empathy. Plus, a rich repository of information resources is helping them ramp up service quality.

All of this stems from GEP's readiness to transform a crisis like COVID-19 into an opportunity to serve customers better.



Customers appreciate that we have not scaled down support operations during COVID-19. There has actually been an improvement in SLAs and a drop in case resolution times.



SANDEEP NAYAR

DIRECTOR, CUSTOMER SUPPORT OPERATIONS,
GEP

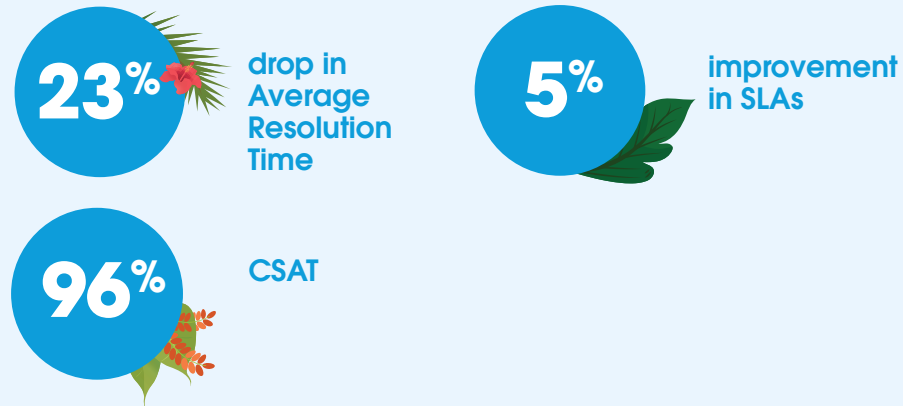




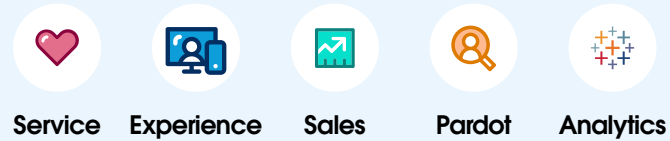
Business need

- GEP's Customer Support Operations team needed a robust and reliable CRM solution to support GEP's procurement and supply chain software business-criticality
- The existing solution was limited in its reporting, automation, and configurability, thus hampering the team's efficiency
- The team wanted to encourage customers to self-serve for routine requests
- During the COVID-19 pandemic, service levels had to remain unaffected

Impact



Solution



- Service Cloud enables quick, omni-channel management of customer queries
- The solution's robustness helps maintain service levels, and minimises downtime
- A customer community built on Experience Cloud, and chat capabilities on Digital Engagement empower customers to self-serve, freeing agents to focus on more complex requests
- Knowledge Base offers a rich repository of articles and resources, helping agents resolve queries faster



We Bring Companies and Customers Together.