



Gazelle information Technology

# Digital Transformation of the sales process By creating a digital Twin of a human Sales Person

*– How **Gazelle** helped create a  
digital twin sales process for a  
Client Operating in **B2B** and  
**B2C** Space*

# Content

- ▶ Case Study Snapshot
- ▶ Business Requirement
- ▶ Business Challenges
- ▶ Implementation Plan
- ▶ Impact of Implementation
- ▶ SFDC Implementation Screenshots

## Case Study Snapshot

### About the Client

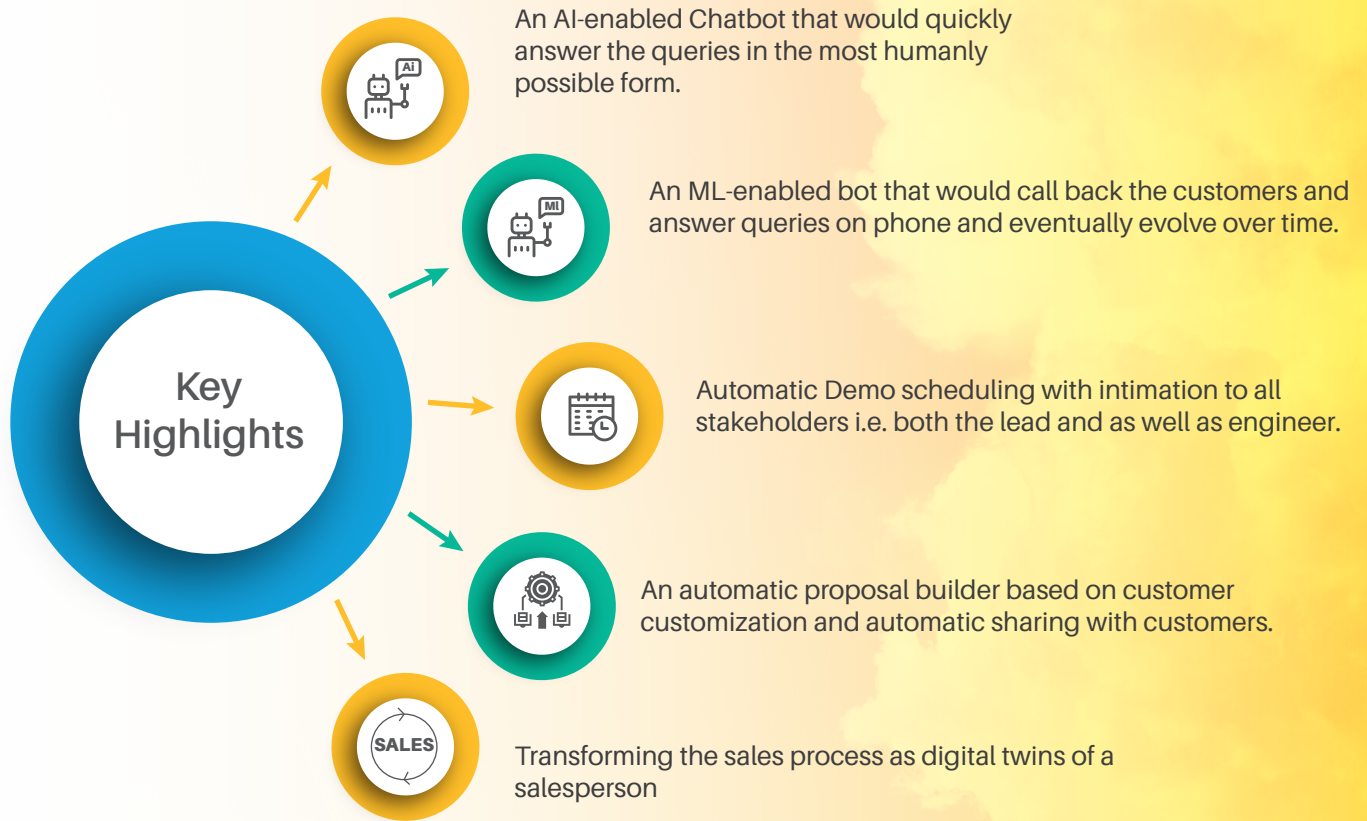
The client has a unique product which essentially is an Atmospheric Water Generator i.e. which generates Water from Humidity in the Air.

The client operates in both B2B i.e. Customised large industrial installations of Atmospheric Water Generator for private and public enterprises and B2C i.e. Over the shelf standard products in 5 different capacity variants for Retail and Bulk Customers through Direct and Channel Sales.

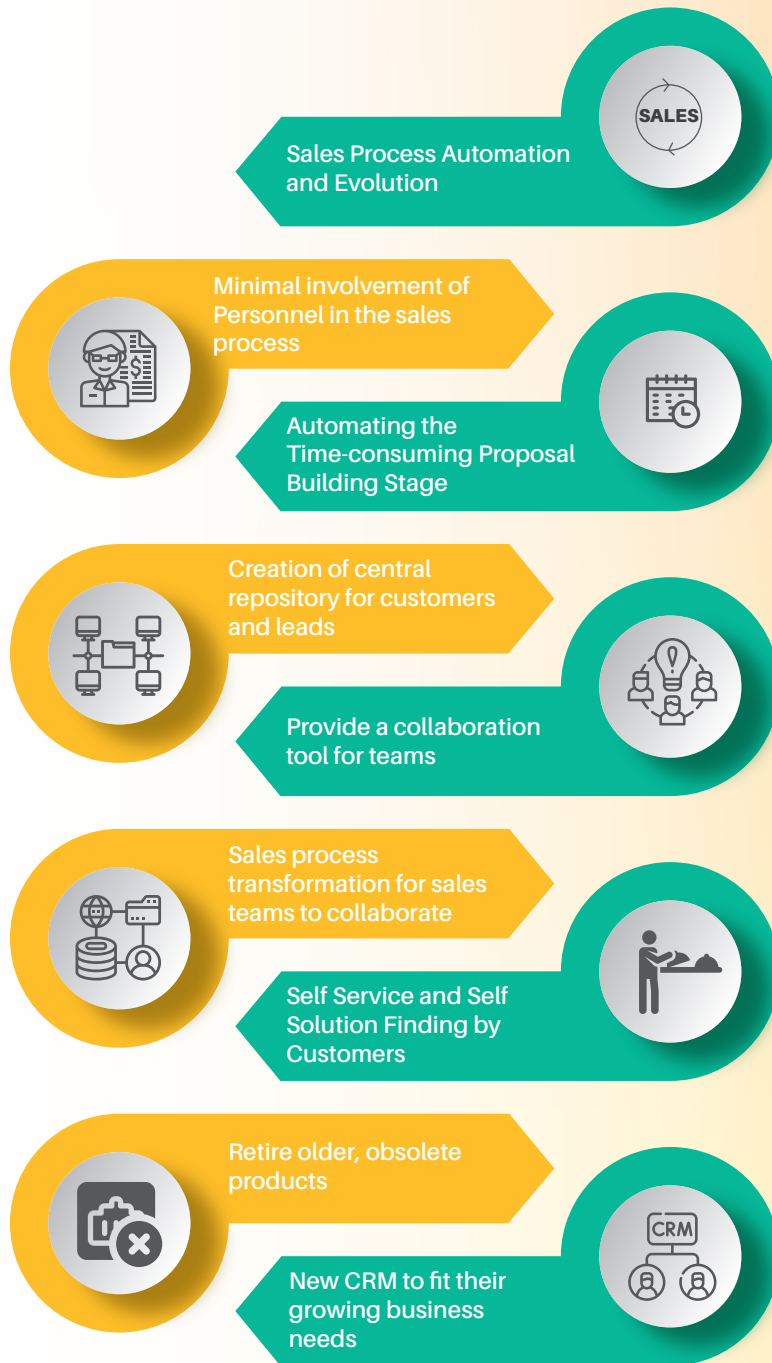
### Problem Statement

In this technologically advanced product the problem was to answer queries from perspective Customer at all hours. The customer would login through the website and and leave details of queries that they would want on the lead form and then there would be a delay in getting back to the customer.

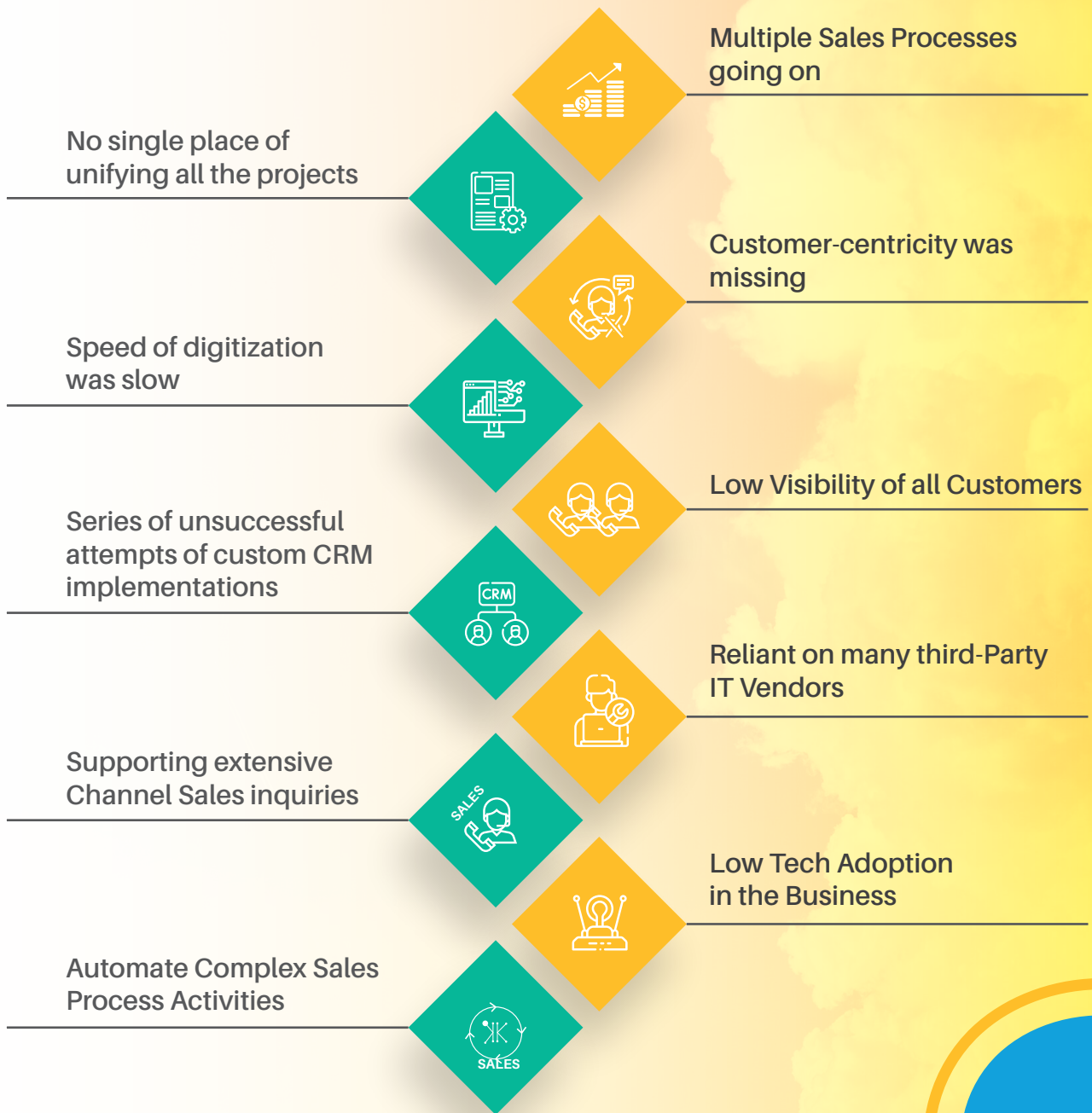
## Key Highlights



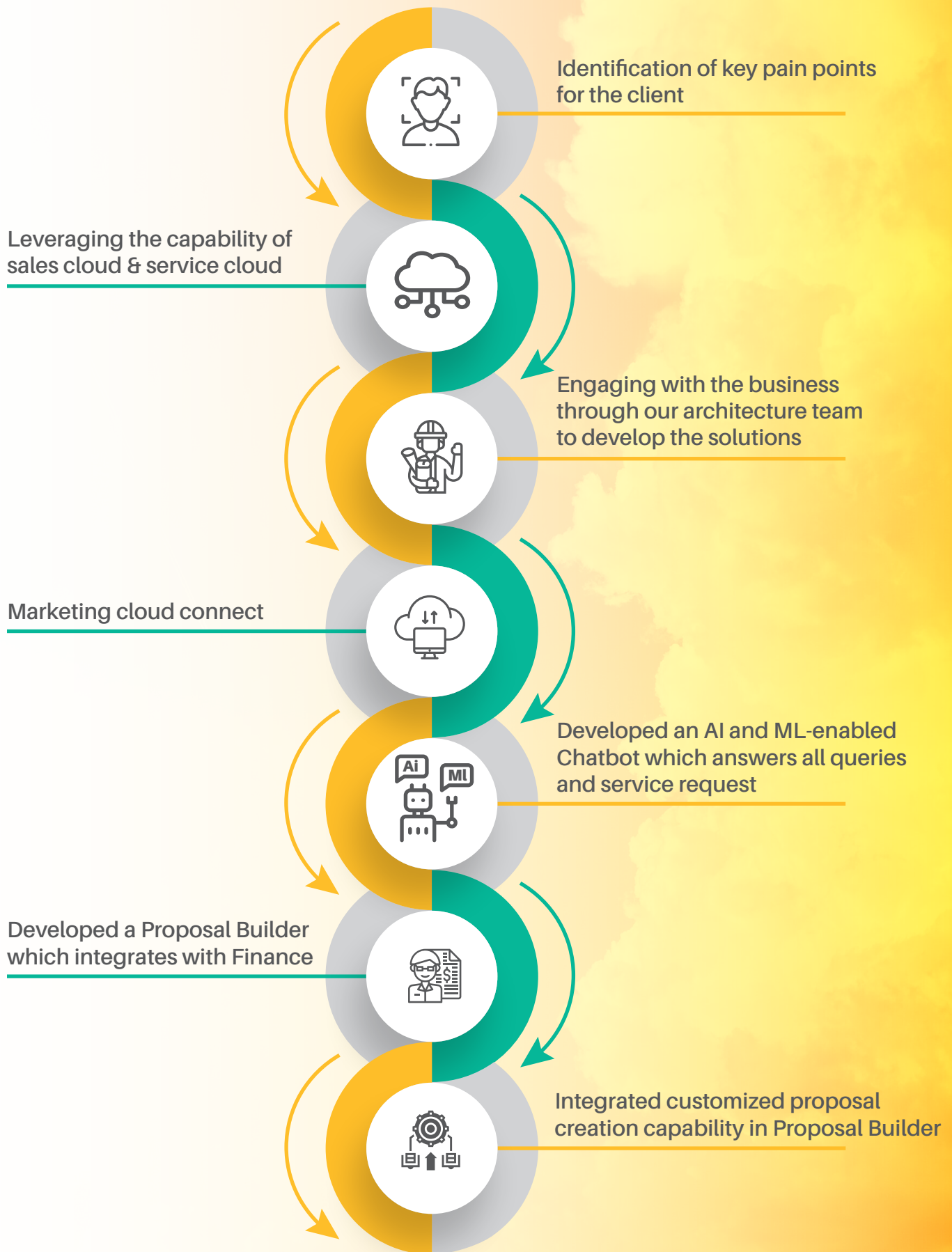
# Business Requirements



# Business Challenges



# Implementation Plan



Integrated the Demo Scheduler for seamless communication of engineering team and leads



Creation of the Retail CRM solution



Establishing an acceptable level of controls and procedures over environments



Enhanced the user interface through lightning components



Migration of content from a legacy marketing automation system



Implemented strong mobile connectivity



Developed a collaborative engagement among the internal teams of the client



Created a roadmap of release phases





## Impact of Implementation

### Marketing

- ▶ Insights and recommendations.
- ▶ Increased processing efficiency and customer engagement.
- ▶ Engagement with a larger audience segment.
- ▶ Automated email journeys improved referral lead conversion rates.

### Customer Service

- ▶ Reduction in complexity in the Customer Service Process.
- ▶ Improved communications between Sales, Legal and customer onboarding teams.
- ▶ All info in one place, and proactive customer service.
- ▶ Streamlined services to cut unnecessary costs.

### Sales

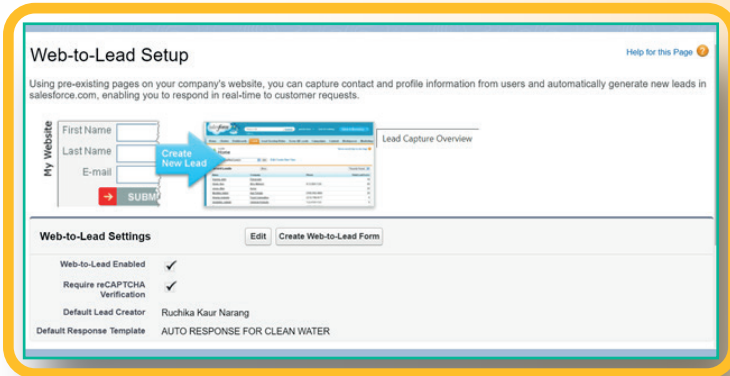
- ▶ Streamlined adoption of Salesforce throughout the Sales Process.
- ▶ Better sales pipeline information.
- ▶ Better data quality and improved business insights.
- ▶ Intelligently captures customer emails & communication.
- ▶ Had a single view of the customer that allowed the client to scale their business.
- ▶ Fully functioning Sales Cloud instance that was fit for purpose.
- ▶ Better Lead Cost
- ▶ Less Manpower Cost

### Digital Transformation

- ▶ The retirement of obsolete products.
- ▶ Increased processing efficiency and customer engagement.
- ▶ Reduced number of outbound calls required.
- ▶ Freeing up staff to allow for more strategic initiatives and business development.
- ▶ The new Salesforce instance aligned with business processes.

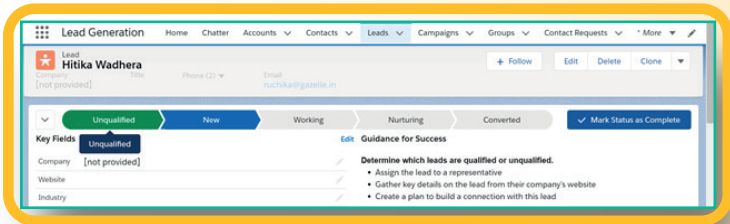
# SFDC Implementation Screenshots

## Web-to-Lead Forms



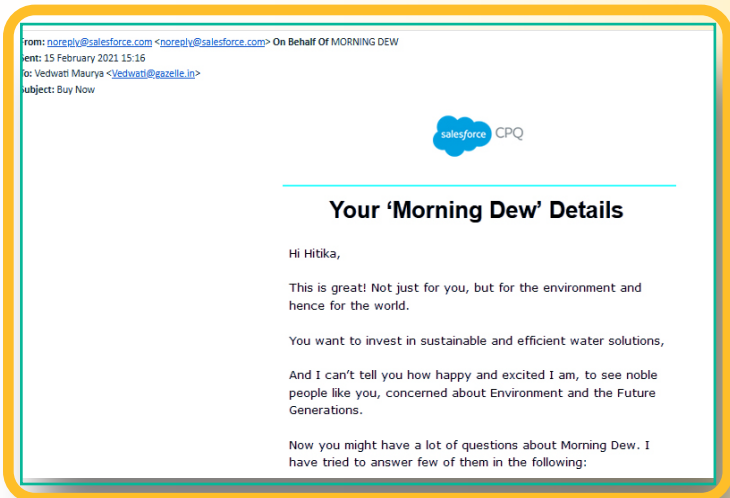
SFDC Lead Capturing Mechanism for bringing Offline and Online Leads into the Salesforce CRM.

## Customer Journey PipeLine



Automatic Lead Scoring through AI and movement tracking through the entire Customer Sales Journey.

## Automated Marketing & Sales Communication



Automatic Communication Triggers based on Customer Actions on the Website throughout the Sales Process.



### **Gazelle information Technology**

Gazelle Information Technologies provides insights and projections towards any probable or impending cause of distress arising out of Supply Chain. It aims to alleviate any wastage or ambiguity in the process and hence improve the operations and the profit of the client.

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