

Marketing, Sales and Service Cloud

COMPANY OVERVIEW:

Electric Vehicle Infrastructure Company



LOCATION Campbell, CA



EMPLOYEES 1650



Energy



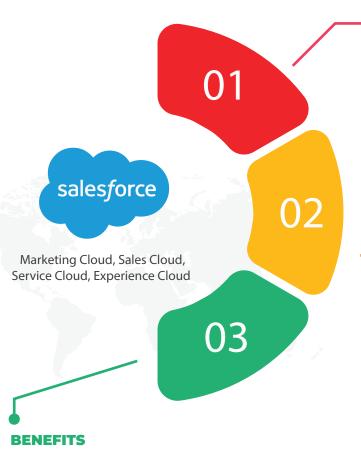
service, and marketing interactions

CHALLENGE

customer experience

fleets, and consumers

Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud



SOLUTION

processes

Implemented a branded customer portal with Salesforce Experience Cloud to enhance customer experience

📥 Inconsistent customer experience across sales, customer

Delayed customer support response times impacting

Inconsistent Marketing communications to businesses,

Poor data quality as of result of inconsistent data collection

- Configured profile based personalization on Experience Cloud for Customers
- Documented customer journey and set up Marketing Cloud Email journeys for customers, businesses, and fleets
- Centralized and automated customer service processes across the driver customer base with Service Cloud
- Implemented Sales Cloud and automation features which centralized sales processes for sales and indirect sales
- Configured dashboards and reports which brought visibility
- Improved customer experience with consistent and personalized experiences for customers, businesses, and fleets
- Increased Marketing Cloud adoption by 75%, driving improved personalization with customers, businesses, and fleets
- Reduced customer support resolution times by 10%
- Improved sales efficiencies by 15%, automating manual selling tasks
- Standardized data collection methods with improved data quality.

Why dotSolved



POD Model of Engagement



Agile Implementation Methodology

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Consulting, Implementation & Managed Services

