



AVT PRODUCTIONS CUSTOMER SUCCESS STORY



COMPANY
AVT Productions



INDUSTRY
Event Production



OBJECTIVE
Transition from manually using Microsoft CRM to Salesforce automation capabilities to ensure exceptional organization and efficiency.



WHY
AVT needed to oversee and have high-level organization of the complete sales process for client accounts, automated reporting capabilities on all data, and the ability to track events.

TECHNOLOGIES & SERVICES USED



StarrData's Salesforce Implementation



BEFORE

AVT production did not have any customer relationship management system in place and was overseeing all of their leads and accounts manually. Not only was their process monotonous and time-consuming, but they also did not have any way to organize and report on data, track events, or analyze methodologies.

AFTER

- AVT Productions is actively using Salesforce with a customized setup to fit their business needs while allowing for future growth and development.
- AVT experienced dramatically improved efficiency in managing their customer data by migrating from multiple, standalone applications to a robust and customized CRM solution.



RESULTS

AVT can successfully manage their accounts from the beginning to the end of the sales cycle. Through their new customized and detailed reports, AVT has confidence that the organizational and reporting capabilities will provide them with the means for future success.