starrdata

TEALEAF TECHNOLOGY CUSTOMER SUCCESS STORY

COMPANY
Tealeaf Technology (Now part of IBM)

INDUSTRY
Technology/CEM

OBJECTIVE
Tealeaf needed a Salesforce support solution with a fast response time and the capability of meeting their ongoing business needs in addition to solving some of the unique problems of their business operations.

WHY
Tealeaf had been using another provider of Salesforce support services and was having serious issues with their responsiveness. This was hurting their own delivery of customer service. Additionally, Tealeaf wanted to do more with Salesforce to increase efficiency, but theirsupport provider didn't address their unique challenges and goals with a custom solution. Ultimately, the standard of service provided by their former support team fell short of what they neeeded.

TECHNOLOGIES & SERVICES USED
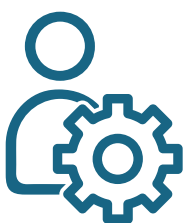
StarrData's Salesforce Administration

salesforce sales cloud

CUSTOMER QUOTE

"With StarrData Administration we get quick response time and fast issue resolution. But what creates extra value for us is how they provide Salesforce best practices recommendations to move us down a better path than the one we may have requested."

- Erik Bertelsen
  Senior Manager, eMarketing, Tealeaf Technology

BEFORE

With their current provider underutilizing Saleforce's capabilities, Tealeaf was failing to address business challenges and consistently facing sluggish customer inquiry response time. They were allocating an exhaustive amount of hours manually handling error-ridden data.

Tealeaf needed an automated and customizable process that would allow for their resources to be focused on addressing customer concerns in a timely and correct manner.

Lastly, Tealeaf needed the ability to pull and analyze reports, which would give them the capability to make proactive business, marketing, and sales decisions.liver in their partner role.

AFTER

StarrData provided ongoing help and troubleshooting with Salesforce, providing a service that met their expectations in terms of reliability and responsiveness.

StarrData built customized APEX triggers to save Tealeaf time, streamline contact management, and provide insights into the effectiveness of marketing campaigns. Modifications were also made to existing APEX triggers that were not producing the expected results, allowing them to collect accurate, reliable data.

StarrData helped with data loader projects that their former provider would not touch. We provided extensive high-level training to utilize the power and potential of the technology.

With StarrData's administrative services and best practices guidance, Tealeaf now fully uses all of Salesforce's business capabilities to meet and exceed their expectations for performance and results.

RESULTS

- Tealeaf saved hundreds of hours on manual data manipulation time through automated processes
- Data accuracy was improved, which allowed for much more reliable forecasting
- Tealeaf is experiencing improvement with compliance due to proper and error-free data management