The Trailblazer’s Guide to Communities

Discover how companies use Salesforce’s digital experience platform for their customers, partners, and employees.
From startups to global enterprises, thousands of companies are transforming the way they do business with Community Cloud.

- 22% increase in partner engagement
- 30% greater employee engagement
- 24% faster case resolution time
- 22% increase in customer satisfaction
You hear it all the time – the world is getting smaller. The truth is, it’s also getting smarter. And there are two good reasons why:

**DATA AND ARTIFICIAL INTELLIGENCE**

Today, your customers expect personalized, connected experiences. Partners need access to the same information as your internal teams so they can make smart decisions that support your growth. And employees want to spend more time taking action and less time searching for answers.

At Salesforce, we love to take all kinds of data and transform it into powerful insights. Einstein’s AI helps your teams sell smarter, service faster, and market better. Now you can go one step further.

Community Cloud lets you extend Salesforce apps, data, and AI into customized portals, branded sites, and social forums. Engage your customers, partners, and employees with intelligent, personalized experiences.

In this book, you’ll meet the Trailblazers who are creating captivating experiences. They are business leaders who understand the need to move fast and keep everyone connected to the resources they need. They’re finding new ways to engage customers, empower partners, and inspire employees.

Find out how Community Cloud lets you transform the way you do business and blaze new trails to unique user experiences.

**MEET THE TRAILBLAZERS**

who are using Community Cloud to create more engaging experiences for their customers, partners, and employees.

**WANT TO LEARN MORE?**

Visit Trailhead. It’s our interactive guide where anyone can get up to speed on everything Salesforce, including our platform. It’s fast, it’s fun, and it’s simple to use. If you’re ready to become a Trailblazer, let’s get started.

**THIS WAY TO...**
As customers, partners, and employees expect more, you need to be able to give them more. With Community Cloud, now you can. Here are a few stories of Trailblazers who have extended Salesforce into beautiful, AI-powered sites and portals to grow sales, supercharge customer service, and engage employees.

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CUSTOMER SERVICE AND ENGAGEMENT
BUILD INTELLIGENT CUSTOMER EXPERIENCES

The customer is always right. We couldn’t agree more. And as every VP of service knows, it’s important to keep your customers happy.

Customer Community empowers companies of all sizes to easily create beautifully branded communities and portals. But that’s just the start. Customer Community also makes it possible for you to keep customers happy by delivering stellar service.

Customer questions can be one of the biggest drains on your service desk. Not anymore. With Community Cloud, common customer questions can be addressed in the community. You can even recommend knowledge articles to empower customers to resolve issues faster. And if customers still need service help, they can submit and track a case right in the community.

But customer engagement extends across the entire customer journey. With Community Cloud, companies can build a secure account portal where customers log in to get updates, take action, or make a purchase.

It’s never been easier to deliver personalized, targeted content, or drive engagement between customers, their peers, and experts in a social forum.

Built on the world’s #1 CRM platform, Community Cloud seamlessly integrates business data and process. It lets you personalize each customer experience, and uses Einstein’s AI to offer suggestions on content – all based on your customer’s needs or interests. Customer Community is much more than service with a smile. It’s service with a brain.
B Lab was born out of the idea that business can and should be a force for good. Over 1,500 Certified B Corps, including recognizable brands like Ben & Jerry’s, Warby Parker, and Patagonia, have joined the rapidly growing global movement to redefine success in business so that one day, all companies measure social and environmental impact with as much rigor as profit. “Community Cloud gives B Corps a platform to connect and inspire one another, so they can make an even greater impact,” said Sarah Haggarty, B Hive Community Manager.

Every year, hundreds of B Corp leaders come together for an annual Champion Retreat to connect with like-minded peers, share their successes, and solidify their commitment to each other and the movement. “During the conference, the question everyone kept asking was ‘How do we keep the conversation going?’” said Haggarty. After exploring various social platforms that could help B Corps connect easier and faster than the listservs they were relying on, Community Cloud was the clear choice for the organization, which runs entirely on Salesforce. “Our developers were already comfortable with the platform, and that familiarity allowed for easy customization – which was very important to us.”
The gated B Hive Community, accessible through single sign-on, provides B Corps a consolidated place to share best practices, market their products and services, and seek opportunities to do business with others who share their values. Whether they’re looking for advice on family leave policies, swapping vendor recommendations, or collaborating over social media campaigns, B Hive underpins one of B Lab’s core objectives: to learn from one another and create a community of practice.

In the community’s Best Practices group, B Corps ask and answer a variety of questions on topics ranging from purchasing policies to employee bike policies, supplier questionnaires, and more. This empowers B Corps with examples from trusted, values-aligned peers to then return to their organizations and improve their policies and practices while staying mission-aligned.

Member companies can also tap the community’s B Corps Marketplace group to actively promote their products and services to fellow B Corps.

“Lots of B Corps will also offer a discount to their peers, so they can do business with one another and improve their bottom line at the same time.”

Not long after its launch, the community racked up its first success story – one of Haggarty’s favorites. One B Corp, which was launching a new product line, was in urgent need of a PR firm. After posting the opportunity in the community’s Marketplace Group, the company was inundated with responses from qualified agencies and selected a candidate in record time. “She actually wrote to me and said, ‘One million thanks for sharing the opportunity with me. We got the account and start on Monday. I’m so grateful. Thank you!’” said Haggarty. “It was an easy fit for the two companies to work together because, as B Corps, they know that their values are aligned and understand each other’s mission.”
On a more personal level, the B Hive Community allows B Corp employees to find and interact with their peers, one-on-one.

Previously, members had to email B Lab and request an introduction. Now, users can connect with colleagues at fellow B Corps by searching Chatter profiles and beginning a private conversation directly through the community.

“We’re part of this larger ecosystem of social impact and social enterprises, so we work with other nonprofits who call and say, ‘Hey, you have a great community; we need to build one,’” adds Haggarty. “And I certainly recommend Salesforce Community Cloud to them.”
# Salesforce Customer Success Story: B Lab

## Challenge

- B Corps had no efficient way to contact other member companies besides listservs that forwarded messages to several members at once.
- B Lab needed a scalable platform for its large and rapidly growing community, with over 60,000 employees from 1,500 certified companies.
- The only way B Corp employees could connect one-on-one with a peer was to email a member of the B Lab services team and request an introduction.
- B Lab wanted a venue for members to continue discussions and collaboration outside of annual Champion Retreats.

## Solution

- B Lab's Services Department used Community Cloud to build the B Hive Community – facilitating collaboration, cooperation, and commerce between its member companies.
- Group discussions provide B Corps employees a forum to get advice from their peers, share best practices, and find potential partners.
- Searchable Chatter profiles enable members to find and communicate with each other on a one-on-one basis.

## Results

- Over 2,500 active B Corp members connecting across 33 countries.
- Increased scalability through member communication and collaboration tools.
- Enhanced member interaction and cooperation, leading to a greater overall social and economic impact.

## Products

- Sales Cloud
- Community Cloud
- Pardot
- Data.com
COMMUNITY CLOUD PUTS CANLAN IN A LEAGUE OF ITS OWN

Though the Adult Safe Hockey League (ASHL) is the largest recreational league in the world, it faces heavy competition from local leagues and other facilities. With over one-third of Canlan's revenue coming from the ASHL, keeping players engaged is critical. Community Cloud helps the company drive retention, attract new business, and deliver a unique league experience unlike any other on the market today.

“One of the biggest problems when you get into recreational hockey is that everybody has a life outside of their evening game,” said Hailey Clark, Canlan’s National Brand Director, “so managing payments and keeping track of everyone is really challenging unless you have an easy, clear way of communicating.” Previously, Canlan used an online portal to facilitate communications between league members, but its limited toolset was inconvenient to use and put a significant burden on team reps, who were tasked with collecting outstanding fees. “We were at risk of losing business because the job of team rep was just too arduous.”

“We’re seeing some really good numbers. Members are constantly logging in and spending a lot of time on the platform.”

Hailey Clark, National Brand Director

RECREATIONAL SPORTS
Community Cloud, Force.com

WHO IS CANLAN ICE SPORTS?
The largest private sector developer, owner, and operator of multiuse recreation and entertainment facilities in North America, Canlan focuses on indoor court, turf, and ice sports. At 18 facilities in the U.S. and Canada, Canlan offers organized sports programs for adults and youth, with adult recreational hockey being the company’s largest single source of revenue.
Once Canlan decided to build a more powerful online community, the company brought in Traction on Demand to make its vision a reality. “Traction was the logical choice,” said Clark, on working with Canada’s top Salesforce consultants.

“They really understood our business – they actually played hockey at one of our facilities and they produced great work.”

The completely custom Player’s Bench League Community allows players to communicate with their teammates, set attendance, build game lineups, and see which individual players and teams are on top of their game and who is lagging behind. The community pulls real-time performance stats, division standings, and schedules from an integrated LeagueStat database and displays them in an easily digestible format.

Creating an engaging user experience was high on Canlan’s priority list. Using Visualforce, Traction developed a sleek, interactive UI stripped of unnecessary functionality to support a fast, agile platform that’s responsive and accessible on any device – particularly important for a user base that’s over 50% mobile.

Player’s Bench simplified the burdensome task of collecting league fees from players. A seamless PayPal integration allows team members to pay their dues through an easy-to-use and secure payment management system. Through payment summary reports, team reps can verify which teammates’ accounts are current and use the community’s built-in messaging tools to send reminders to players with outstanding balances. “Sixty-five percent of our members said they are using our online payment system,” said Clark. “That takes a load off of our frontline staff, and team reps are really thankful because it makes their lives way easier.”

To support its sales and marketing efforts, Canlan launched a joint loyalty program with Hockey Canada that helps players pay down their league fees while boosting revenue at Canlan’s on-premises.
Thirst Penguin restaurants. When league members spend money on food and drinks, the restaurant’s POS system sends that transactional data to Salesforce, and members are awarded Puck Bucks that can be used to cover annual league registration fees. Since members’ restaurant purchase data is tied to their account in Player’s Bench, Canlan now has a better understanding of customer preferences and can deliver targeted promotions to score greater sales totals. “We doubled our sales for a promotion that we ran in the fall,” said Clark.

The community’s impressive adoption numbers have also opened the doors to new sources of revenue. In less than a year, Player’s Bench already attracts an average of 48,000 visitors monthly who spend approximately three minutes each time they log on – well above the industry average. Those numbers should only increase as Canlan adds new functionality. In the future, the company plans on integrating a Hockey Finder tool that will allow teams to find players and players to find teams.

Currently, with over 232,000 monthly page views, Player’s Bench is an attractive draw for advertisers, who can benefit from major exposure in the community. “Right now, we’re building out a proposal for one of our major partners to showcase their brand,” Clark said. “It’s really appealing to them because, well, I think the analytics speak for themselves.”

“We doubled our sales for a promotion that we ran in the fall.”

Hailey Clark, National Brand Director
SALESFORCE CUSTOMER SUCCESS STORY: CANLAN ICE SPORTS

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<td>With over one-third of Canlan’s revenue coming from the ASHL, and other leagues vying for players’ attention, the company needed a better way to attract players and keep them engaged. Canlan’s previous online platform was limited in functionality and challenging to use; as a result, adoption was low. Administrative costs were high, and Canlan was losing business because it lacked an easy way for team reps to communicate with players and collect league fees.</td>
<td>Using Community Cloud, Canlan built a completely custom, interactive, and responsive online community that allows members to communicate with teammates, set attendance, build game lineups, and view real-time performance stats. The end-to-end team management platform integrates with PayPal to simplify payment collection and processing. Launched the Puck Bucks loyalty program, which rewards members for every dollar spent at Canlan’s on-premises restaurants.</td>
<td>Stronger communication between league members and officials. Decreased administrative overhead and faster collection of league fees. 100% adoption – up from 26% in previous platform. 48,000 visitors monthly and over 232,000 monthly page views Three-minute average visit length, over three times the industry average. New opportunities for advertising revenue. Increased restaurant sales through targeted loyalty program promotions.</td>
<td>Community Cloud  Force.com</td>
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Clinical trials are essential to bringing new drugs to market, but finding willing and eligible participants is highly difficult. “Pharmaceutical companies hire us to really accelerate enrollment, since we are experts in launching wide-scale recruitment campaigns in multiple niches to find appropriate patients,” said Sean Reed, Head of Product Management at Continuum Clinical. When tasked with building trial awareness for a Sage Therapeutics drug trial involving SRSE, a rare seizure condition, Continuum decided to take a different, more proactive approach by encouraging study coordinators working on the trial to engage in an online community.

From the time a site is opened for participation in a clinical trial, and study coordinators and investigators are trained on the protocol, “it may be months until they come across an eligible patient,” said Reed. “We wanted to build a destination that they could come back to and have valuable information at their fingertips, so they can be more effective when that qualifying patient finally appears.”
With just weeks to launch, Continuum Clinical needed a solution that was configurable and ready out of the box. “Community Cloud was a no-brainer,” said Reed. The Status Trial Community gives coordinators from hospitals and research facilities a one-stop hub to collaborate in targeted group discussions, get support from community managers at Sage and Continuum, and gain quick access to hundreds of documents they need throughout the trial, including trial marketing materials, protocol amendments, and source worksheets related to the drug. “Now, coordinators can easily connect to the tools they need without having to rely on email.”

The community not only helps study coordinators perform their jobs better, it also gives Continuum Clinical a big edge over the competition.

“IT really sets us apart in an industry that at times can seem superarchaic because everything is just so paper-driven,” said Reed. “We came out with a tool that may seem simple but can really change the life of a busy study coordinator in such a high-demand, high-stress environment.”

Even greater efficiencies were gained by community managers for physicians who were inquiring about the study. Using Community Cloud’s Web-to-Case feature, Continuum routes inquiries coming in through the trial’s healthcare professional landing page, right into the community. “We elevated the standard community by allowing community managers to respond to physician inquiries, track status of these inquiries, and show a clear way of understanding who they are currently working with — and also hospitals they could be working with in the future,” Reed adds.
In the future, Reed and his team plan on leveraging the Force.com platform to collect and centralize analytic data from all of the campaigns Continuum runs, so clients can see how many referrals they’ve got, what the conversion of those referrals is, and how all of their clinical sites are performing – directly through the community.

“No one else in the industry is doing this,” said Reed. “The community has become a product that we include in a lot of our new business pitches and one that I don’t foresee going away any time soon. We’re just going to continue to get better and better as we progress.”
SALESFORCE CUSTOMER SUCCESS STORY:
CONTINUUM CLINICAL

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<td>When tasked with recruiting Phase 3 clinical trial participants with a rare condition, Continuum Clinical knew it needed to take a different approach to building trial awareness.</td>
<td>Taking an off-the-beaten-path approach, Continuum’s Head of Product Management launched an online community where clinical trial study coordinators and investigators can ask questions, participate in group conversations, and access all of the resources they need throughout the trial. Using Community Cloud’s Web-to-Case feature, routed web inquiries to the community’s case management workflow, so community managers can manage all leads in a single location.</td>
<td>Big competitive advantage for Continuum Clinical: No one else in the industry has taken this approach to clinical site engagement. More engaged study coordinators, which may result in more successful identification of potential patients. Easier, more efficient way for pharmaceutical companies and research organizations to manage leads and communicate with physicians and nurses from clinical sites throughout the country. Reduced burden on study coordinators: one stop for knowledge, support, and engagement with community managers and peers.</td>
<td>Community Cloud</td>
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Customer surveys and taste tests are well-worn tools in the restaurant industry. No national brand wants to slip behind the ever-changing tides of public tastes. Yet, as familiar as these tools are, Jason’s Deli needed a more comprehensive way to inject customers’ voices into its R&D processes. “We wanted to go a little deeper in terms of who we surveyed and get broader feedback from customers,” said Lee Greer, Director of Customer Insight and Analytics. The company already had extensive experience with Salesforce in tracking sales data, and it found the perfect solution in Community Cloud.

The deli chain’s existing customer testing processes were constraining for a company that prides itself on being innovative. New menu items were tested at 15 test deli locations, but data collection was a continuous challenge. “It was up to the managers to solicit feedback through paper surveys in the store – a very time-consuming manual process,” said Greer. More importantly, the types of information that could be collected from test customers were limited, making it impossible to correlate customer preferences with key demographic details. “We didn’t know a lot about the customers taking those surveys outside of some very general, basic information like gender.”

“With Community Cloud, we have a better understanding of how our products are resonating with specific types of customers, whereas before, we really didn’t get that data.”

Lee Greer, Director of Customer Insight and Analytics
Working with Waylon Kelley, Salesforce consulting partner at Stony Point, Jason’s Deli completely rethought the entire recruiting and information-gathering approach and developed Jason’s Deli Nation as the center of an ongoing relationship with test customers. This engaging platform was quick to draw followers – reaching 1,500 members within three months.

Instead of dull paper feedback forms, test customers are presented with a fun and fully gamified experience in a responsive format equally optimized for desktops and mobile devices.

“"The entire community is built on a travel theme, and members earn stamps in their ‘passport’ for each survey they complete,” said Greer.

On the back end, integration with a powerful cloud-based survey tool pulls response data into Salesforce and eliminates countless hours of processing paper forms. But the inclusion of customer psychographic information from a proprietary consumer data provider has added an entirely new dimension to a previously flat set of survey responses. By tapping a wealth of data tied to customers’ credit cards, Jason’s Deli can gain remarkable insights into how its products resonate with specific demographic segments. “We break those down into primary, secondary, and tertiary customers, and these test delis are representative of opportunities that we see for acquisition, retention, and growth within the segments,” said Greer.

Once members accrue 20 stamps, $10 in Jason’s Deli food credit is applied automatically to the member’s rewards card. “Keeping them active and engaged has always been a challenge in the past, but with the community, I think it’s going pretty well,” said Greer. To further aid in that goal, the community awards members tier badges ranging from “Taste Tourist” to “Culinary Pioneer” based on the total number of activities they have completed, and a leaderboard keeps tabs of which users have earned the most awards. In addition to surveys, Jason’s Deli Nation uses Ideas, one of our community features, to get a quick gauge on customer reactions to items ranging from the importance of stocking paper menus in stores to a possible new take on the company’s tagline.
In an increasingly connected and social-media-centric world, Jason’s Deli has also integrated specialized tools to assess the connectedness of community members. “We’ve partnered with a professor at Ball State who has an instrument that predicts social media engagement,” said Greer. “We’re interested to understand how we might look at specific segments and how likely they are to be engaged in social media.”

In the future, the company plans to enhance two-way communications to allow more dialogue between community managers and members and is also considering Community Cloud for other segments of its business. “Having an intimate knowledge of the Salesforce Platform and already having that talent in-house – it just makes a lot of sense for us to continue to build on it,” said Greer.
### Salesforce Customer Success Story: Jason's Deli

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<td>Gathering feedback from customers was a time-consuming process, which involved managers distributing and collecting paper surveys and manually keying in data. Customer demographic tracking was restricted to information voluntarily submitted on survey forms, curtailing the company's ability to correlate responses with customer segments. Retaining test customers was challenging because of the limited and often temporary relationship the company had with testers.</td>
<td>Using Community Cloud, the company's Research and Test Department built an engaging, gamified community that serves as the hub for an ongoing relationship with members. Integration with a cloud-based survey tool pulls customer response data into Salesforce for easy review. Correlation of survey responses with customer psychographic data from a proprietary consumer data provider allows the company to segment results based on consumer type. Member tier system and leaderboard encourage member participation and keep members involved in community activities.</td>
<td>Built a base of over 1,500 users within three months of launch. Reduced manpower required to process survey results. Improved quality of results due to enhanced qualitative customer data. Higher profit potential for new products because of increased data reliability.</td>
<td>Sales Cloud, Community Cloud</td>
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Not long after getting off the ground in 2005, Labor First found its niche: delivering customized health benefits solutions to the underserved union retiree market. “There was a bursting need for someone to come in to the senior market and not only help structure healthcare solutions for them but also advocate on their behalf for the rest of their lives, so they could really make the most of the retirement experience,” said John Dulczak, Chairman and CEO. With the help of Sales Cloud, Community Cloud, and AppExchange, the company has achieved 100% customer retention while growing into the largest privately owned healthcare exchange for the multiemployer marketplace.

“Everything we do – from prospecting to plan quoting to servicing our clients – is all off the Salesforce Platform,” said Dulczak. In the field, sales reps use the Salesforce1 Mobile App to manage leads and log new opportunities. Once an opportunity is won, the team tracks and manages customer onboarding with native project management app TaskRay.

“Salesforce is limitless. It helps us meet any obstacle or new need that arises in our business.”

John Dulczak, Chairman and CEO

LABOR FIRST RAMPS UP SALES AND SERVICE WHILE SAVING MILLIONS WITH SALES CLOUD AND COMMUNITY CLOUD

IN INSURANCE
Sales Cloud, Community Cloud

WHO IS LABOR FIRST?
In an era of stagnating union membership, rising healthcare costs, and economic uncertainty, Labor First provides union retirees peace of mind through customized health benefit plans and advocacy services. Awarded CRM magazine’s Service Elite award in 2016, Labor First is proud to maintain unparalleled levels of customer service as its client base expands, and the company boasts 100% customer retention.

LABORFIRST

“Salesforce is limitless. It helps us meet any obstacle or new need that arises in our business.”

John Dulczak, Chairman and CEO
Through an integration with Conga Composer, quote request forms are automatically generated from data in client account records and sent to insurance carriers. And from there, proposals are created with potential plan options for clients. “Since we’ve built the entire process into Sales Cloud, we’ve dramatically reduced the turnaround time for getting proposals out to clients – from 30 days to about 14 days,” said David Zawrotny, COO.

Now that everything is in one place, it’s easy to stay on top of the documents and tasks necessary to move the quoting and proposal process forward – especially important for a company that’s growing at Labor First’s accelerated pace.

In just four years, the company grew from 4,000 participants to over 45,000. In the coming years that number is expected to double. Salesforce is growing with it. “Not only have we been able to handle the type of growth that puts a lot of companies out of business, but we’ve been able to do it in such an efficient manner,” said Dulczak. “That’s a testament to what Salesforce allows you to do.”

As Labor First’s customer base expands, it’s been able to manage heavier call volumes and increase its customer service efficiency tenfold by integrating its CRM system with ContactWorld from AppExchange partner NewVoiceMedia. Features like dynamic routing ensure union retirees are always connecting with their dedicated advocate when they call. And every call that comes in and goes out of the call center is automatically recorded and tagged to the customer’s profile in Salesforce, enabling smarter interactions and faster resolution times.

Recently, Labor First upgraded its healthcare exchange from a simple enrollment tool to Community Cloud, delivering a personalized experience for customers that’s secure and mobile-ready out of the box, features that are key when you’re dealing with HIPAA compliance and a demographic that favors iPads and smartphones over desktop computers. Since their information is preloaded into Sales Cloud, most participants only need to enter their special code to begin the enrollment process, and Labor First keeps the process simple by limiting plan options to a select set. While some offerings are a single rate, others require pricing logic, which is built right into Salesforce – accounting for variables such as age, state, and zip code. Participants can get instant rate quotes, compare plans side by side, and set up automatic payments once they’ve confirmed a plan. At any stage in the process, they can connect with their dedicated advocate, whose photo and contact details are front and center on the home page.
“We can also customize the look and feel to meet any client’s needs,” said Dulczak. In the past, customization would require heavy programming, a big budget, and a lot of time. Now, Labor First can create a branded experience for clients – complete with logos, imagery, and a custom URL – in a matter of moments.

“We had no idea we could build something like this with Community Cloud,” said Zawrotny, noting that earlier estimates to build a solution from scratch exceeded a million dollars. With Community Cloud, Labor First got its exchange up and running in three months, for a fraction of the cost. The company has also managed to keep licensing costs down by paying per login. These substantial savings allow the company to invest in bringing in more clients and insurance carriers instead of investing in infrastructure.

“We’ve shown the solution we’ve built to a number of different carriers, consultants, actuarial companies, and clients, and they’re all blown away with it,” said Zawrotny. The company currently has several big opportunities in the pipeline, including a union with over 360,000 members throughout the U.S. “Now that we have many happy clients under our belt, and we’ve expanded and streamlined our service capabilities, technology, and infrastructure, we can go after those larger, more complex clients.”

“‘We’ve shown the solution we’ve built to a number of different carriers, consultants, actuarial companies, and clients, and they’re all blown away with it.’”

Saved over 1.5M in build-out alone
Cut proposal turnaround time by over 50%

David Zawrotny, COO
## Salesforce Customer Success Story: Labor First

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| Facing rapid growth, Labor First sought a holistic, cloud-based solution to automate sales processes and manage its expanding client base while delivering the high level of service that’s at the heart of its business model. The company also wanted a more flexible, customizable solution for providing online insurance quotes. | Labor First runs its entire business using Salesforce and AppExchange apps – from prospecting to quoting to service. Upgraded its healthcare exchange from a web-based enrollment tool to Community Cloud – enabling a personalized experience for customers. Automated the quoting and proposals process in Sales Cloud. Integrated its CRM system with a powerful CTI app from NewVoiceMedia. | Saved over $1.5 million in implementation and customization costs. Achieved 100% customer retention while growing 1,025% in just four years. Reduced the proposal phase by more than 50% (30 to 14 days). Increased customer service efficiency tenfold. | Sales Cloud  
Community Cloud |
“Relocation is the third most stressful event in a person’s life, next to death and divorce,” said Susan Schneider, CEO of Plus Relocation. The international relocation services provider set out to ease some of the burden for the thousands of Fortune 500 employees and families it moves each year. And in the process, the company is transforming the entire industry.

Inspiration struck at 35,000 feet in the air. “I was sitting on a plane reading the Salesforce Chatter feed from our business development group, and I thought, ‘Why can’t we use the Salesforce Platform to build a community that puts the transferee in the center of the relocation process?’” Schneider said.

“Instead of transferees feeling like they need to reach out to 20 different people, why don’t we surround them?”

“With Community Cloud, we have found a balanced approach to offer high-tech when high-tech is needed and high-touch when a personal connection is desired, and that’s what makes me most excited. We’re making a difference, and I’m proud to be part of that.”

Susan Schneider, CEO
When the company pitched the idea to Fortune 50 tech clients and prospects, the feedback was overwhelmingly positive. “The word we kept hearing was game-changer,” Schneider said.

Working with Salesforce partner 7Summits, Plus Relocation turned its vision into a reality with Community Cloud. In less than nine months, the company designed and launched Elo technology, a comprehensive community that brings the entire relocation team together in one place to collectively make the move a seamless experience.

Rather than struggling to keep up with emails, calls, and texts, transferees have their own private group page where they can one-click connect to all of the key players involved in their move, including their Plus Relocation counselor, real estate agent, moving company, HR, and significant other.

Throughout the move, transferees can keep track of to-do lists and appointments from any device. They can submit expenses and see what’s been paid and what’s still pending. Using DocuSign and Community Cloud’s built-in Files feature, they can sign, send, and store important documents, such as their policy, payback agreement, and letter of understanding — all within the Elo community.

Another big need that Elo technology fulfills is the ability to connect with others going through the same experience. Transferees can join company-, interest-, or location-specific groups to get insight and tips on neighborhoods, schools, doctors, and the best restaurants in their new city.

The community keeps members engaged by providing content relevant to every phase of their move, such as “Selling Your Home FAQs,” “Moving with Teenagers,” and “Licensing Your Vehicle in Your New State.”
“People are excited,” said Schneider. “Since launching the community, Plus Relocation has experienced a significant increase in business development opportunities.”

“Community Cloud took a company of 150 people and suddenly gave us more credibility in the marketplace, and it helped us address a very real challenge for our clients and their employees. Our priority is delivering the best-possible experience, and Elo technology has enabled us to greatly simplify and enhance both the client and the transferee experience to a level that’s unmatched in our industry.”
# Salesforce Customer Success Story: Plus Relocation

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<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Results</th>
<th>Products</th>
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| Transferees are overwhelmed with the logistical complexity of the relocation experience. Lacking a centralized way to communicate, Plus Relocation clients and their relocating employees were inundated with back-and-forth emails and calls, making it difficult to keep track of important information and events. | Out-of-the-box features, such as Groups, allow transferees to quickly connect with other community members to share tips and content and discuss their moves. Integrations with Concur and DocuSign mean employees can easily view, sign, and store their documents within the community. | The comprehensive, mobile-enabled community allows relocating employees to tap into their entire relocation ecosystem in real time, managing their tasks and events, connecting with suppliers and their Relocation counselor, submitting and tracking expenses, and managing all of their information in a single location. | Sales Cloud  
Community Cloud  
Pardot  
Data.com |
“As a management company, we’re responsible for the well-being, comfort, and enjoyment of our tenants and owners,” said Jacob Johnson, President and CEO of PREM Group. “So we have to be on call for heat and cold, trip and fall, anything they might need in a building.” With a portfolio that includes close to 50 of the Pacific Northwest’s most prestigious properties, the management firm combines cutting-edge technology with customer-driven service to stay on top in the competitive Portland and Seattle real estate markets.

PREM Group’s Salesforce journey began with a need for better data visibility and a better way to connect with customers and understand their needs. Between Outlook, Excel, Word, Access, and Act, “we had a whole bunch of disparate systems we were having to access and try to share data between,” said Johnson. The management group uses Lightning Customer Community and Field Service Lightning to streamline everything from communicating with customers to managing and reporting on maintenance work orders.

“Using Salesforce and having all of our information – and all of our communication – in one place has enabled us to focus more on the people and the experience in the building.”

Jacob Johnson, President and CEO

PREM GROUP TAMES EMAIL OVERLOAD AND BOOSTS MAINTENANCE PROFITABILITY WITH LIGHTNING CUSTOMER COMMUNITY

WHO IS PREM GROUP?

Starting with the successful development of Portland’s Pearl District Brewery Blocks in 2001, PREM Group has built a track record of managing sustainable mixed-use development properties in the Pacific Northwest. The company’s properties in the Portland and Seattle areas are home to over 3,000 residents and house nearly 4 million square feet of commercial space.

PROPERTY MANAGEMENT

Community Cloud, Service Cloud, Einstein Analytics, Force.com
With profile-based access control in Lightning Customer Community, PREM can deliver uniquely tailored experiences to residents across all of its properties while administering and managing from a single place. “Using Salesforce and having all of our information – and all of our communication – in one place has enabled us to focus more on the people and the experience in the building,” said Johnson.

The most immediate benefit was a 50% reduction in email. Now, instead of sending out mass emails, management uses community Chatter groups to notify residents on everything from social events to upcoming maintenance projects to mail awaiting pickup. Community Cloud has also simplified rent payments – as well as the company’s infrastructure to accept and document them. Owners and tenants can pay rent or dues through a payment gateway that integrates directly with FinancialForce, providing instant status updates to customer accounts. Residents can also count on fast notifications when they’re waiting on special deliveries.

“When mail gets delivered, we log it into their Salesforce account, so they can see which packages are here and have a complete history of who picked them up and when,” said Johnson.

And should they ever encounter a leaky pipe or a burned-out bulb, residents also benefit from a quicker and more direct route to making service requests. They also get greater visibility into status updates, both on their own requests and common area maintenance issues that have already been reported by other residents. “Let’s say there’s a light out on the fourth floor,” Johnson said. “They can see that a ticket was already entered and don’t have to submit it again.”

Now, with Field Service Lightning, when a resident logs a case, it’s automatically routed to the appropriate department and assigned to a technician. Hours, billing, and service-part information is updated and tracked directly through Salesforce, eliminating countless hours of filling out forms in triplicate and providing a detailed picture of exactly where maintenance dollars are being spent. This level of coordination has allowed PREM Group to realign service tech schedules, adjust appointment times, and realize remarkable savings. “On our maintenance operations, we went from about 7% profitability up to almost 20% – right around where it should be,” said Johnson.
Beyond being a way for residents to request service and make payments, the community is also playing a transformative role in connecting residents to each other as well as to PREM Group. “It started out as really practical and it’s evolving into keeping them engaged,” Johnson said. Within Chatter groups, residents help with each other’s questions and participate in a host of committees with their neighbors, but PREM Group is always ready to jump in and provide definitive answers or moderate if needed. Any unanswered questions in the community are automatically escalated to the Lightning Service Console for fast response.

For Johnson, this type of community engagement is part of a greater long-term strategy to build customer satisfaction and reduce costs, and the community’s next evolutions will be even more focused on customer engagement. “If you have a more engaged community, you’re going to have more self-governance and better resident retention,” Johnson said. “That in turn makes us more efficient and allows us to anticipate the things customers want – rather than just reacting to questions and concerns.”
# Salesforce Customer Success Story: PREM Group

## Challenge

- Customer and property data was spread across spreadsheets and disparate database systems, making it difficult to manage and track customer relationships and service records.
- Mass email was the primary mode of customer communication, resulting in major inefficiencies.
- Relying on paper-based work orders, service techs had no way to accurately report on expenses related to maintenance requests.
- Residents couldn’t see the status of their service requests.

## Solution

PREM Group’s CEO used Lightning Customer Community and Field Service Lightning to transform service operations by creating customizable online communities for each property it manages.

- Swapped mass email for Chatter, enabling two-way communication and providing a one-stop hub for payments, building alerts, FAQs, case management, and event notices.
- Eliminated paper work orders and optimized field service management by streamlining all maintenance operations with Field Service Lightning.
- Maintenance hours, billing, and service part information is updated and tracked directly through Salesforce, providing inventory visibility and a detailed picture of how and where maintenance dollars are being utilized.

## Results

- Reduced incoming email by 50%.
- Increased maintenance operation profitability by 13%.
- Enabled real-time updates on maintenance projects.
- Cut operational costs and increased operational efficiencies, which translates into more growth opportunities.

## Products

- Community Cloud
- Service Cloud
- Einstein Analytics
- Force.com
With the demand for bandwidth increasing, the telecommunications landscape has been transformed dramatically in the past decade. One challenge has remained constant: Quoting and ordering service has been a very slow process. “It’s traditionally been one of the most painful processes in our industry,” said Sandi Mays EVP of IT, Tranzact, Big Data, Client Services & Billing at Zayo Group. Taking a page from online retailers – where the transactional process is fast, intuitive, and even fun – the company embarked on a program to transform its ordering process, and as an end-to-end Salesforce shop, Community Cloud was the natural solution.

Previously, the quoting process involved a lot of shuttling of spreadsheets back and forth between departments. “When a salesperson needed a quote, he or she would fill out an Excel spreadsheet and send it to the product group. The product group would then manually verify and approve the quote and rekey the opportunity into Salesforce,” said Mays. Beyond being inconvenient, the process was very time-consuming: “It could take anywhere from two to 10 days to get a quote approved, which made no sense at all.”

“Anyone can build a tool like this, but it’s not going to run if you don’t have the underlying data. The beauty of building the community on Salesforce is we have really good data in one source.”

Sandi Mays, EVP of IT, Tranzact, Big Data, Client Services & Billing

ZAYO USES SALESFORCE

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Sandi Mays, EVP of IT, Tranzact, Big Data, Client Services & Billing
After launching an ecommerce community featuring Tranzact, Zayo’s custom sales app built using Salesforce Platform tools, quoting speeds accelerated. Instead of days, “it generally takes less than two minutes to get a quote and less than 20 seconds if you know what you’re looking for,” Mays said. Because of Tranzact’s tight integration with the company’s wealth of data in Salesforce, customer and product information is pulled automatically when needed, and transactions are processed in a fraction of the time through the community. “We’ve done hundreds of thousands of quotes; I don’t even think it would’ve been possible without Tranzact.”

Zayo further integrated a custom mapping tool right into the community that gives customers geographic bearings on new services they’re considering. Now, customers and sales have a real-time comparison of customer locations and prices. “Tranzact provides network visualization and KMZs for customers so that they can choose the route that they need,” said Hannah Wanderer, VP of Tranzact and Service Experts. “For many companies, choosing custom routes is a requirement, and the connection to GIS data is critical. To put that power in our customers’ and sales teams’ hands is unique in our industry.”

In a fairly short time, the community has demonstrated a significant impact on Zayo’s sales.

Currently, about 65% of the company’s sales volume originates through a Tranzact quote, representing about 33% of its total new sales dollars.

Support after the sale is a major element of Zayo’s success with clients. The ability to submit cases through the community via live chat, email, or phone helps Zayo’s Tranzact experts tackle cases more quickly thanks to Community Cloud’s tight integration with Service Cloud.

“Now that cases are all coming in to one place, we are able to respond quickly and resolve customer concerns, resulting in a better customer experience,” said Wanderer. Zayo ensures an effortless customer experience by following up every case with a five-star survey sent through the community.
The community has empowered Zayo to increase customers’ satisfaction. Customers now include more than 1,400 active B2B customers and more than 3,800 external users.

“We’ve shown it to CEOs at other companies and their first question is, ‘How did you build this?’” Mays said. “But really, the community is just the wrapper on top of what really matters, which is all of the data, all of our processes, and all of our systems – in one source. That’s the beauty of building this in Salesforce.”

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<th>65%</th>
<th>Zayo’s sales volume originates through a Tranzact quote, representing about</th>
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<td>33%</td>
<td>of its total new sales dollars</td>
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Reduced the quoting process from 2–10 days to as little as 20 seconds

— Sandi Mays, EVP of IT, Tranzact, Big Data, Client Services & Billing
### Salesforce Customer Success Story: Zayo

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| Quoting services was a time-consuming process that involved sales representatives entering customer and order details on spreadsheets and sending them between departments to be processed. Sales and product groups weren’t adequately staffed to process the volume of quote requests they were receiving. | Launched an ecommerce community featuring Tranzact, Zayo’s custom sales app built using Salesforce Platform tools. Created a one-stop shop where customers can generate quick quotes, get support, order services, and manage existing services on their own. Integrated a custom mapping tool and put the customer in charge of the provisioning process, accelerating the time from quote to contract. | Quoting process reduced from 2–10 days to as little as 20 seconds. Transactions are processed in a fraction of the time: 65% of the transactional volume and 33% of Zayo’s total sales originate through Tranzact. A better customer experience for more than 1,400 B2B customers and more than 3,800 external users. | Sales Cloud  
Service Cloud  
Salesforce Platform  
Salesforce1 Mobile App  
Chatter  
Data.com  
Community Cloud |
SALES AND PARTNER RELATIONSHIP MANAGEMENT
BUILD INTELLIGENT PARTNER EXPERIENCES

Your partners are known by many different names. They could be suppliers, dealers, distributors, or brokers. But no matter who they are and what they do, they have the same goals as you – to extend your business’ reach and accelerate your growth.

Community Cloud makes it simple to build a partner portal with the data, processes, and apps that partners need to work smarter and faster. You can share contacts, leads, and customer insights, and personalize each partner’s experience to deliver the right information at the right time.

And with new Sales Cloud PRM, an app built for partner relationship management, deploying a personalized experience is fast and easy. The new interactive wizard helps customize all of the standard PRM functionality.

What used to take months to set up, like lead distribution and deal registration, can now be done in hours.

Read on to find out how other Trailblazers use Community Cloud to extend Salesforce into connected partner communities and portals, empowering partners to work smarter and faster.
Asahi Life has come a long way since its days of selling insurance door to door. One of Japan’s oldest and most respected insurers, the company added a network of independent agents to complement its internal sales team only six years ago. Since then, its distribution channel has expanded to include over 8,000 representatives employed by 250 separate entities. Keeping its growing sales force up to date on agents’ performance using the company’s old manual methods became both an arduous challenge and a security liability, leading the company to a more modern solution: Community Cloud.

Previously, Asahi circulated paper statements to its sales agents, which meant they had to wait until the end of the month when statements came in the mail to see their sales totals and commission amounts. “And at the same time, our internal reps were looking through piles of paper to track the performance of the agencies,” said Masatake Konno, Assistant Manager of the Agency Business Administration Division. “It was very inefficient.”
With Community Cloud, Asahi reps are able to find the agency sales and commissions metrics they need instantaneously – in the office or on the go using the Salesforce1 Mobile App – resulting in a major time savings.

“We calculated how many hours were spent creating the performance documents we sent out to distributors, and the total came out to 960 hours per year,” said Konno. “Now, that waste of effort is gone – simply gone.”

Community Cloud also eliminates another immeasurable expense: the cost of sending the wrong document to the wrong distributor. “We have different types of commission structures for our agents, so if one distributor is exposed to another’s more attractive commission schedule, it could cause a great deal of problems for us,” said Konno. “With Community Cloud, we can control who has access to information much more effectively while avoiding operational risks.”

Since Community Cloud integrates with Asahi’s commission calculation system, agents always have access to the most up-to-date performance metrics. Internally, the company can easily keep track of its stronger – and weaker – sellers and use Community Cloud to launch incentive campaigns. These incentives, plus the ease of interaction Community Cloud affords, are both compelling reasons for agents to sell Asahi products over those offered by competitors within their portfolio.
In the future, Asahi plans to further improve its sales force by offering online training directly through Community Cloud. “Between 20 internal sales reps, we have to train over 8,000 independent agents. That’s quite a big number,” said Konno. Making the move from face-to-face to on-demand training will not only cut costs for Asahi, it will also give agents the ability to self-train on their own schedule.

“Community Cloud has been a great investment. In terms of agility and speed and ease of development, it’s incomparable to other solutions.”
### CHALLENGE
With over 8,000 independent agents added to its sales force, Asahi Life had difficulty keeping track of up-to-date sales performance through manual means.

Since statements were mailed, agents had no way to track their sales totals and commissions until the end of the month.

The labor-intensive process of printing statements and stuffing them into envelopes was not only time-consuming for internal reps, it also made the company vulnerable to human error.

### SOLUTION
Launched a Partner Community in less than six weeks, giving both agents and internal reps 24/7 access to updated performance metrics.

After first considering a PaaS solution provided by a domestic Japanese vendor, Asahi chose Community Cloud for its out-of-the-box mobility, development capabilities, and ease of integration with Sales Cloud and external solutions.

### RESULTS
Now that everything is on a single platform, Asahi can easily track sales from any device, provide real-time performance reports for independent agencies, and offer incentives to increase sales.

Eliminated 960 hours of manual labor annually.

Increased security — eliminated the risk of mailing the wrong statements to the wrong distributors.

Ability to quickly launch self-training programs to further improve the sales force.

### PRODUCTS
- Force.com
- Sales Cloud
- Community Cloud
Box has been a household name in business file sharing and cloud content management for years, but an outdated legacy customer portal was preventing it from providing the outstanding modern user experience expected by today’s partners. “Functionally, the portal did what it was supposed to, but the experience, design, and personalization of a modern portal was absent,” said Tony Dyck, Director of IT Delivery Services at Box.

When Box was ready to tackle a more accessible and user-friendly partner portal, executives turned to Sales Cloud PRM. “Sales Cloud PRM empowered our channel operations team to be Trailblazers because they did not have to go through IT for help making changes in the portal” said Dyck. Integrating Cornerstone’s LMS was an easy first step for Box to ensure partners were trained and certified on their products.
And adding broadcast groups allowed channel operation teams to streamline communication of upcoming events to all partners while still maintaining data silos between partners.

Before Sales Cloud PRM, the Box team was only able to distribute a single login to each partner, making it difficult for various groups inside that partnership to find the content and resources they needed to sell.

“When we made the change to Sales Cloud PRM, it was like the sunlight broke through the clouds,” said Dyck.

“We were able to give personalized access and custom dashboards to different users so each partner renewal manager could utilize measures and statistics to grow their business and admins could use them to measure overall partnership health.”

Box believes the key to its successful rollout was communication. Transitioning the users and partners to a new portal requires planning and training, and Box guided every stakeholder through that delicate process. “We had a communication plan so as soon as we had the dates locked in, we started sending emails to weave it into the regular cadence of communications that go out to channels,” Dyck said.

“The key was to over-communicate.” During launch week, Box also released a webinar series to walk users through the transition and offer step-by-step instructions for logging in and using the portal.

The core project team visited Box’s all-hands meeting recently to present the successes of the Sales Cloud PRM project so far. “This really shows the level of appreciation within the company. Everyone in channel organization was just thrilled with the change,” said Dyck. Box credits Partner Community Planning and Design Accelerators for speeding along its implementation by outlining a structured approach to using Sales Cloud PRM to solve its channel needs.
In addition to the overwhelmingly positive response from Box staff, feedback has been impressive from Box’s 200 channel partners and 1,200 partner users as they transition to the new modern, mobile experience. User adoption skyrocketed: Engagement has tripled since Box launched multiple user access with customized views and features. “This has really been a tremendous success story for Box.”

“Sales Cloud PRM empowered our channel operations team to be trailblazers because they did not have to go through IT for help making changes in the portal.”

Tony Dyck, Director of IT Delivery Services
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<tr>
<td>Previous portal was static and difficult to navigate. It only gave partners a single access point. It was unable to customize experience for each user accessing the platform.</td>
<td>Worked with Partner Community Accelerators to define implementation direction. Implemented Sales Cloud PRM as a flexible solution to grow and scale channel business. Introduced Cornerstone LMS to train partners and support platform transition.</td>
<td>Delivered a personalized experience to different users, which helped to triple engagement. Increased satisfaction across 200 partners and 1,200 users.</td>
<td>Sales Cloud PRM Cornerstone LMS Salesforce Accelerators</td>
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**CYBERPOWER POWERS SALES WITH SALES CLOUD AND A PARTNER COMMUNITY**

CyberPower’s relationship with technology solutions providers and distributors was a big catalyst for implementing the Partner Community. Solution architects configure IT implementations for their customers, and CyberPower wanted to be at the top of their list when planning new deals. CyberPower opted to provide a digital solution to share product and pricing information and improve quoting time. Now, instead of sorting through product brochures, reps simply click on the Partner Community link to find product information and configuration variables such as special pricing and power requirements.

“We wanted to use the Partner Community to set up a one-stop shop to house all our catalog information, and more importantly, provide the ability to live chat with us,” said Scott Koller, Vice President of Channel Sales.

“We’re able to turn quotes in an hour when it used to take us 24 hours. ... We’re getting more business because of our speedy, thorough responses.”

Heather Shafland, Sales Operations Manager
Speed is critical in winning sales so communications have to be laser focused. CyberPower sales reps were using Excel spreadsheets to configure their deals, but there were so many sheets with pricing variables that they were forced to contact Sales Operations for verification. Using Sales Cloud, the reps were able to enter and establish a database of special pricing with no lengthy approval process or further notification to distributors.

Now CyberPower delivers quotes quickly, even in situations with complicated pricing variables. “We’re able to turn quotes in an hour when it used to take us 24 hours. Plus, we’re able to provide a much more professional-looking quote using native Salesforce functionality. We’re getting more business because of our speedy, thorough responses, and we can follow up and close deals in the time we used to spend preparing estimates,” said Heather Shafland, CyberPower’s Sales Operations Manager.

“The expectation by the end user, and even our partners, is that they receive answers and quotes in about 10 minutes. Over 50% of the time, the company that responds first is awarded the business. It’s well worth the endeavor to not only increase our response time with a Partner Community but also improve the quality of our response,” said Koller.

CyberPower’s Partner Community is easy to navigate and also provides quick reminders about key elements necessary for quoting. One of the most important features is a custom-built power audit form. Form elements include items such as devices, locations, wattage, size, consumption, and battery backup which all factor into the recommended power solution. Closing rates have surged when the power audit feature for individual deals is used.

Koller is confident that the Partner Community will help move the needle on revenue this year because of the actionable benefits and huge impact it will have on mindshare. “In channel relationships, reps are bombarded with information from manufacturers all the time. If they lose sight of you, you lose. With the Partner Community, we are visible with a concise solution every day and that will work to our sales advantage,” Koller said.

Looking at what is possible with Community Cloud continues to drive new initiatives at CyberPower.
CyberPower is considering marketing, lead generation, learning management, demo, rewards, training, and HR apps as well as further fine-tuning of its internal knowledge base and sales process. The company is also integrating the Einstein Analytics business intelligence tool into its portals to support its partners’ sales reps in tracking success.

“I’ve never had a CRM experience as good as the one with Salesforce, especially with the Partner Community. The product is so pliable, thanks to the AppExchange, and the investments we’ve made in customizations stay intact through updates. You just can’t beat the scalability of Salesforce,” said Koller. “This will meet any company’s needs by taking advantage of available apps and having a good partner to help with integration.”
## Salesforce Customer Success Story: CyberPower

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<td>Communications with channel sales and partners were fragmented and inconsistent.</td>
<td>CyberPower teamed with Salesforce implementation expert Modacto to build a comprehensive Partner Community.</td>
<td>Communications and information centralized via Partner Community.</td>
<td>Community Cloud</td>
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<td>Providing customer quotes was a cumbersome process.</td>
<td>The Partner Community provided a sales portal with product information readily available.</td>
<td>Quotes can be prepared with the native Salesforce quote template in a fraction of the time that it took prior to the Partner Community.</td>
<td>Sales Cloud</td>
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<td>Company was losing sales due to not being able to respond quickly enough with customer quotes.</td>
<td>The Partner Community has a live chat function to facilitate sales communications.</td>
<td>Closing rates have increased due to improved communications and quoting process.</td>
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<td>Sales quoting system simplified and automated to increase speed of responses.</td>
<td>Improved channel mindshare as a result of Partner Community.</td>
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TRANSFORMATION GUARANTEED: THE WARRANTY GROUP TURNS TO SALESFORCE

How Moving to the Cloud Saved The Warranty Group $8 million

The Warranty Group is the world’s leading provider of extended warranty programs and associated benefits for automobile, home, consumer goods, and travel. With 1,800 employees in 33 countries, The Warranty Group faced a challenge shared by many global organizations: how to lower IT costs and radically simplify the business across dozens of older legacy systems globally. Operations in 33 countries meant IT staff, hardware infrastructure, plus licensing costs. Many systems were built to support specific clients or countries. Data was

“We now have one single CRM environment, not 1,800 different applications running around,” says Paul Risk, Chief of Global Applications and Architecture. “Now this is CRM on steroids. It’s all fully mobile enabled, all tablet driven right out of the box.”

Paul Risk, Chief of Global Applications and Architecture

FINANCIAL SERVICES
Sales Cloud, Community Cloud

WHO IS THE WARRANTY GROUP?
The Warranty Group is one of the world’s premier global providers of warranty solutions and related benefits. For more than 50 years, it’s provided underwriting, claims administration, and marketing expertise to some of the world’s leading manufacturers, distributors, and retailers of consumer goods including automobiles, homes, consumer appliances, electronics, and furniture, as well as specialty insurance products and services for financial institutions.
spread far and wide. Which meant data centers and backup data centers. Which meant huge expense and difficulty with reporting. Innovations, when they appeared, came from clients, who got them from competitors. The Warranty Group needed a single platform to simplify business processes, increase customer satisfaction, and provide a way to do everything in one place.

The Warranty Group Heads to the Cloud

“We approached the transformation to Salesforce strategically,” said Paul Risk, TWG Chief of Global Applications and Architecture. “We created six self-contained projects, and delivered value at every stage. We did it with fixed predictable costs and ROI for each project.”

Today, Community Cloud helps drive service and sales and greater dealer engagement. One example – a customer pulls into an auto dealer’s service lane. The VIN number is scanned, the contract pulled up. All information is on an iPad. The claim is filed and instantly adjudicated. A contract extension is sold and completed. The driver is still in the car. For complicated repairs, dealers shoot video or still photos from inside the Community Cloud, send it up for review, and get immediate results.

New Communities, Stronger Relationships

Community Cloud is helping repair relationships, too. TWG’s second-largest customer was frustrated with the company’s IT department and technology. With Community Cloud, this customer now has its very own segmented community. “They have their own confidential knowledge base and their own special parts dealers,” said Paul Risk. “They were thrilled. This is so much better than we could have hoped for.” TWG used Community Cloud to help Nissan more effectively manage brand compliance at dealerships.
Speed to Market, Increased Sales

TWG does five things every day — rates, configure price quotes, claims/fulfillment, contracts, and finances. All finally have a natural home in the cloud. “This is CRM on steroids,” said Risk. “Fully mobile-enabled, all tablet driven right out of the box.” Salespeople can walk into a dealership, sell a product or upgrade a product, and tweak the numbers on the fly. Sales are up 25%. Product launch times are now five days, down from 45 days.

The transition to Salesforce netted The Warranty Group an immediate $4.1 million in savings in IT. By eliminating a call center, it saved $2 million annually. Another $1.5 million will come from eliminating a department that is no longer needed.
# Salesforce Customer Success Story: The Warranty Group

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<td>Lower IT costs, simplify the business across dozens of older legacy systems globally.</td>
<td>The Warranty Group went through a total IT transformation, moving its entire enterprise stack into the cloud using Community Cloud, integrated with Service Cloud and third-party automotive software. The Warranty Group provides dealers and agents with a single platform to verify and enter claims information.</td>
<td>Savings of nearly $8 million.</td>
<td>Sales Cloud</td>
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<td>Connect reps, dealers, salespeople, and customers.</td>
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<td>Increased customer satisfaction.</td>
<td>Service Cloud</td>
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<td>Get new products to market easier and faster.</td>
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<td>Faster product launches.</td>
<td>Community Cloud</td>
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<td>Easy transitions from B2B to B2C.</td>
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**SALESFORCE CUSTOMER SUCCESS STORY:**

The Warranty Group went through a total IT transformation, moving its entire enterprise stack into the cloud using Community Cloud, integrated with Service Cloud and third-party automotive software. The Warranty Group provides dealers and agents with a single platform to verify and enter claims information.

- Savings of nearly $8 million.
- Increased customer satisfaction.
- Faster product launches.
- Easy transitions from B2B to B2C.

**PRODUCTS**

- Sales Cloud
- Service Cloud
- Community Cloud
- Chatter
- Einstein Analytics
- Lightning Connect
- Salesforce Shield
- Heroku
- Force.com
WÄRTSILÄ BRIDGES PLATFORMS AND OCEANS WITH COMMUNITY CLOUD

Few industries are as geographically dispersed as marine and energy, and with 11,000 service professionals supporting marine transportation customers from 160 locations in 70 countries, Wärtsilä covers as much ground as its customers. When the company decided to replace its aging homegrown portal with a modern, integrated solution connecting to its worldwide marine and energy industry client bases, Wärtsilä turned to Community Cloud.

By 2014, Wärtsilä’s custom-developed services portal – then a decade and a half old – had proven completely inadequate for the company’s increasingly complex customer service demands. “It was more or less kind of a black box,” said Tuomo Iivonen, Development Manager. “We had no clue what was happening inside there or how our customers were behaving.” The company’s existing relationship with the Salesforce CRM system triggered an interest in Community Cloud, and the platform was the ideal fit for Wärtsilä’s underlying customer focus. Community Cloud’s tight platform integration was a major time-saver in deployment, too. “If we hadn’t built the Online Services Community on top of Salesforce, we’d have ended up doing a lot more different integrations, and the overall complexity would have been much greater.”

“We now have a much better capability of seeing and understanding how our customers behave, what they do, and what they are looking for.”

Tuomo Iivonen, Development Manager
The Online Services Community takes advantage of Community Cloud’s flexibility to incorporate functions from the company’s SAP systems into a unified interface that’s completely seamless to the user.

“Some services’ underlying delivery processes are on SAP, such as parts sales or warranty claim handling, and the community integrated with these services quite nicely,” said Iivonen. This level of integration also maintains impeccable data integrity across multiple back-end systems, which is critical to successfully supporting such a sizable and dispersed customer base. “There’s no email ping-pong happening in the background – data is always going to the right place, to the master data engineers who are able to maintain these things in SAP directly.”

Yet for all of the consolidation Community Cloud allows, users are presented with a totally personalized experience. An easy-to-scan dashboard gives customers a single-glance overview of their open warranty claims, parts, quotes, and orders, and a customizable notifications center highlights items that are of particular interest to customers based on their personal preferences.

No matter the user’s role, support is always a few clicks away. Built-in deflection tools suggest existing knowledge articles and bulletins that might resolve the customer’s issue instantly. But if a case is logged, Community Cloud takes advantage of its tight Service Cloud integration to route it to the correct Wärtsilä expert with all relevant product information attached, reducing lead time and data entry. Select customers can also access a team forum for direct technical support conversations with Wärtsilä technicians, and the company is considering opening this forum to user-to-user interactions as well.
Community Cloud has dramatically streamlined the process of both quoting and placing product orders and tracking purchase records. “Customers can easily query this data directly from SAP and get their specific pricing,” said Iivonen. And because customers’ orders are guided by their profiles and order histories, they can place orders quickly and with increased accuracy. “In our case, small mistakes can sometimes cost a lot of money, so even incremental improvements in the process quality can, in the long run, save a great deal.”

For Wärtsilä, Community Cloud is one step toward the company’s goal of developing deeper customer insight. “Compared with our previous platform, we now have a much better capability of seeing and understanding how our customers behave, what they do, and what they are looking for,” said Iivonen. And Community Cloud’s role as a digital hub for client interaction will only increase. “We will soon be at a point where nearly everything that we do has some kind of a digital interface, and Online Services is one of the most important channels to provide that content to our customers.”
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| Wärtsilä needed to provide customer support, technical assistance, and quoting and ordering services to clients spread across the globe. Inventory, quoting, CRM, and other back-end systems were divided between Salesforce and SAP, potentially requiring extensive customization to create an integrated solution. The company’s existing homegrown customer portal had very limited user functionality and was incapable of giving the company insight into customer activity, interests, and behavior. | Using Community Cloud, Wärtsilä’s development manager built a single customer touchpoint for functions divided between siloed data systems. Dashboards provide customers a consolidated view of their warranty claims, support requests, product orders, and quotations. Customizable notifications allow customers to tailor highlighted updates to their own personal interests. Online quoting and ordering streamlines the transactional process from the user’s perspective. | Improved data quality by maintaining a centralized hub for many different customer transactions. Case deflection through automatic knowledge search during the case-logging process. Wärtsilä gains valuable insight into customers’ interests and activity within the community. Increased quoting and ordering speed while also boosting accuracy. | Sales Cloud  
Service Cloud  
Community Cloud |
3
EMPLOYEE INTRANET, HELP DESK, AND MORE
Do you treat your customers better than your employees? Your employees live in a connected world. And just like your customers, they've come to expect personalized experiences designed to meet their needs. Sadly, the attention they get everywhere else in their lives often is not what they get at work. Legacy business systems can leave employees frustrated, disengaged, and worst of all, unproductive.

The good news is that it doesn't have to be that way.

Salesforce Employee Apps and Salesforce Communities transform the employee experience with one intelligent platform to connect your employees to the people, content, and apps they need to be productive.

Information that used to be hard to find is easy to access, relevant, and up to date. Conversations are open and transparent with everyone working together on the same page. Access to systems and apps is effortless — there's no need to bounce between one app and another just to get work done.

And with Salesforce Employee Apps, everything is accessible on mobile devices so your employees can get work done anywhere, even when they're away from the office. It's one destination where employees can access everything they need to stay engaged and productive.

When you think about it, your employees work to support your growth. Doesn't it make sense that they have access to the same tools and technology you'd offer your customers? Salesforce Employee Apps give your employees the connected experience they've come to expect, and access to everything they need to get work done.
Like many tech companies, JDA grew through acquisitions and a significant merger that resulted in a complex service organization using multiple CRM systems and struggling with inconsistent processes. JDA knew that operational improvements depended on a single CRM solution, unifying global processes, and enhancing communication within a larger and more complex organization. JDA selected Service Cloud and Chatter for a streamlined collaborative solution.

JDA’s customer success team needed to share information more efficiently across service lines and to find the right people at the right time to build global collaboration. JDA launched Service Cloud and Chatter to address these essential business goals. Unfortunately, JDA could not do everything it wanted to do with Chatter at the implementation launch because, “There was so much change to get people from different CRM systems into Service Cloud that we didn’t feel like we gave Chatter due justice,” said Fasolino.

“Now, we are all in one sandbox together. Chatter ... makes everything so easy!”
Jennifer Fasolino, Senior Business Systems Analyst

JDA SOFTWARE STREAMLINES AND OPTIMIZES GLOBAL COMMUNICATIONS WITH CHATTER

SOFTWARE
Chatter, Service Cloud

WHO IS JDA?
For over 30 years, JDA helps more than 4,000 companies worldwide deliver for their customers every day while optimizing costs, increasing revenue, and reducing time to market. JDA has been the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions. Its heritage, customer base, and industry expertise have combined to make it the leader in supply chain and retail solutions.
That’s when JDA turned to Accelerators to get the team off the ground and running smoothly. “It was a matter of relaunching Chatter,” said Fasolino. “Having a Salesforce specialist provide guidance and act as a sounding board for ideas really gave me the confidence to get our team on board a lot faster.”

An Accelerator specialist worked with JDA’s team to identify the right use cases, revitalizing Chatter as a primary means of communication for the company’s customer success team.

The official rollout was introduced at a global customer success team town hall meeting that took place entirely in Chatter. JDA brought employees into the fold quickly through companywide training programs that work in parallel with one-on-one sessions to answer every question.

The team and product teams now have their own Chatter groups to facilitate smooth communications, from scheduling meetings and sharing agendas to collaborating on work schedules and sharing tips. The JDA Renewals team shares big wins and deal closings on its specific Success Chatter group. And with every new product release, project-centered Chatter groups allow cross-department teams to communicate seamlessly and without delay.

JDA also brought some of the fun back to team collaboration by introducing gamification to Chatter groups. The company leveraged the existing Chatter badges system to create personalized JDA badges and rewards that acknowledge employees for participating and providing value on their channels. Through Chatter Challenges, employees earn badges like “Superstar” and “Team Player.” In addition to bragging rights, the JDAdvocate program converts badges to points so that winners can earn JDA gift cards and swag.

With the launch of the Chatter group, over a thousand employees were introduced to a single outlet for live Q&A sessions, town hall meetings, and more.
With Salesforce’s Accelerator guidance to make a full and powerful transition to Chatter, JDA improved time to resolution so that thousands of cases are now closed within the same day. JDA’s overall satisfaction trends – which measure the percentage of customer rankings at an 8, 9, or 10 out of 10 – increased by 6.3%. And all these success metrics and more are available through four specific Chatter dashboards, so supervisors and executives can track success by group, project, engagement, and results.

Now that Chatter is fully implemented across the customer success team, the company is working with a specialist to leverage Salesforce Accelerators each quarter and to build collaboration with other customers through Salesforce Success Community. So far, nothing beats the experience of finally having efficient communications across departmental teams and global offices:

“Now we are all in one sandbox together. Chatter has helped us enable a seamless approach. It makes everything so easy. Things like this all add up together to give us the best experience possible with Salesforce,” said Fasolino.
**SALESFORCE CUSTOMER SUCCESS STORY: JDA**

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| JDA’s customer success team needed a better way to communicate and collaborate with approximately 1,000 associates across its global organization and its combined support and cloud service business lines. After implementing Salesforce Service Cloud and Chatter, JDA needed assistance to relaunch Chatter to bring all associates on board and transform the way they communicate and collaborate. | Working with a Salesforce Accelerator specialist, JDA brought its customer success organization into Chatter to promote more open communication between teams, drive global collaboration, and encourage celebration of customer success achievements. | After consulting with a Salesforce Accelerator, Chatter engagement skyrocketed. In just five months: 390% increase in Chatter Posts. On average there are over 800 Posts per month. 250% increase in new Chatter groups. 55 new Chatter groups created since the Accelerator. Eight of the top 10 active Chatter groups were created four months post-Accelerator. 200+ Chatter “Thanks” badges have been bestowed. | Chatter  
Service Cloud |
“When you’re dealing with complex customers or complex opportunities, it’s invaluable to be able to quickly get knowledge from others. Pretty early on, sellers were saving 40–45 minutes a day by using Chatter for collaboration.”

Ian Matthews, Director of Global Sales Effectiveness

SALESFORCE EQUIPS NATIONAL INSTRUMENTS WITH THE NEXT GENERATION OF COLLABORATION TOOLS

Whether it’s helping Airbus manufacture the future with intelligent tools and robotics or working with Subaru to test the next generation of cutting-edge electronics, National Instruments delivers the equipment that helps scientists and engineers do the critical experiments and tests they need to create new technological breakthroughs. With such a broad portfolio of products and nearly 50 offices around the globe, keeping everyone in sync with the latest developments can be a challenge. “We work in a space where complex opportunities are the norm, so you need to call in an expert because one person can’t possibly know all,” said Ian Matthews, Director of Global Sales Effectiveness. “Chatter has been invaluable when it comes to quickly getting and sharing knowledge with others.”

Close to 2,000 geographically dispersed sales reps, managers, leaders, and marketing team members need to connect to get immediate answers and collaborate more effectively around customers. Previously, the company had three different CRM platforms, over 30 different sales processes, and relied on an ad hoc collaboration system consisting of email and personal networks. “It wasn’t consistent, and people were often engaging the wrong resources, or they weren’t finding the right people they should have been talking to,” said Matthews.

HEALTH AND NUTRITION

Sales Cloud, Chatter Plus

WHO IS NATIONAL INSTRUMENTS?

For nearly four decades, National Instruments has pioneered the use of computer technology in data collection, instrumentation, and experiment to help scientists and engineers innovate across a wide range of industries. Headquartered in the growing innovation hub of Austin, Texas, NI serves more than 35,000 companies worldwide.
Today, National Instruments is moving toward a single governed sales process where everyone is working the same way around opportunity, lead, and account management. Having collaboration baked into its CRM system has led to a big uptake in the number of opportunities reps are managing and a 10% productivity gain.

“The change with Chatter has been dramatic because we got both inside sellers and field teams talking ... and quickly – within minutes – bringing in other resources to collaborate. We never thought we’d see that happen so quickly.”

The rapid success of Chatter is largely due to an aggressive strategy that began with simplifying the CRM system. “In an attempt to try to keep the Salesforce Platform as clean as we could, we came up with criteria from a migration standpoint that was what we termed ‘sales relevant,’” said Kyle Johnson, Manager of Global Sales and Business Analytics. “We worked with the sales teams to make sure the accounts and contacts we were bringing over were the actual ones that they were doing business with rather than migrating millions of records.”

National Instruments drove quick adoption by having early-stage users and executive leaders using Chatter from day one.

“People saw immediately that this was the platform of the future,” said Matthews. “And we followed that method as we moved to other regions because it’s so successful having leadership using it as their method of communication to sales teams.” Limiting the number of groups and letting them grow organically also helped to boost activity and keep the conversation focused.
“We made it very easy for both marketing people and sellers to join and participate,” said Matthews. “People suddenly realized they could get to a mass of experts on a particular topic or product area and engage them and ask questions.”

As National Instruments looks to its future goals – improving account collaboration, aligning resources, and working more effectively with partners – Matthews has no doubt that Chatter will be the company’s go-to solution. “It’s going to be the hub of pretty much everything we do.”

“People suddenly realized they could get to a mass of experts on a particular topic or product area and engage them and ask questions.”
## Challenge

With three different CRM systems, 50 geographically diverse offices and a 2,000-person sales organization, National Instruments lacked consistency in its sales processes.

Collaboration was inefficient and spread across email, personal networks, and hundreds of different groups sales reps created in NI Talk, a homegrown social intranet.

Salespeople had difficulty connecting to the right resources.

## Solution

The company manually scrubbed and migrated sales data to Salesforce CRM system using Informatica and internal data warehouse resources, creating a single governed sales process.

Activated Chatter, enabling inside sellers and field teams to collaborate around accounts and opportunities and quickly tap into expert knowledge.

In addition to extensive training around infrastructure and CRM system, executive leadership encouraged Chatter adoption and engagement by using it as their core communication tool.

## Results

Deeper level of collaboration between inside sellers and field teams resulted in sales reps saving 40–45 minutes a day.

Big increase in the number of opportunities reps are able to manage.

Quick access to files, data, and expert resources.

Reduced email noise and streamlined, contextual conversations.

## Products

| Sales Cloud | Chatter |
“I honestly believe that introducing a tool in itself has absolutely no value,” said Kirsten Wain-Lefebvre, Global Digital Executive at Nutricia Advanced Medical Nutrition. “You need to show people the value to them as individuals through the right strategic implementation process and really explain the greater contribution it will make to the business.” With busy employees divided between various business units scattered across the globe, driving adoption of a new Employee Community was no less than a monumental challenge. But with a comprehensive implementation plan and a little bit of help from Salesforce, Nutricia ultimately found success.

Nutricia’s employees previously had access to an IBM-based portal tool, but it didn’t offer the range of features they needed. “The key to our business is making sure that our people on the ground who are approaching healthcare professionals always have all the latest medical evidence, marketing material, and sales data – both for our own business and our competitors,” said Wain-Lefebvre. An internal audit of Nutricia’s needs led the search to Chatter from Community Cloud, and Salesforce’s unparalleled level of customer support sealed the deal. “That was the clear differentiator – Salesforce was not just a company we could buy a tool from, but it was really a partner that we could work with to improve our business.”
Working with Salesforce ISV partner Extentia, Nutricia began rolling out its Employee Community with little fanfare, but within a few months, Wain-Lefebvre’s axiom about the value of tools had proven true. “We didn’t do badly, but we didn’t do incredibly well either,” said Wain-Lefebvre. “From the first of April, we started working on a real implementation strategy, and then things really took off.”

After holding some workshops to identify the company’s best opportunities for enhancing the community’s user adoption rates, two items quickly became apparent. “The first was that you need someone on the ground as an ambassador,” Wain-Lefebvre said. “The second part was that you need your upper management to support you.” The resulting adoption strategy capitalized on both opportunities through four pillars: Introduce, Engage, Inspire, and Applaud.

To Introduce the community, Wain-Lefebvre and her team recruited a champion within each business unit to act as a community ambassador and drive awareness and adoption among peers. Working with the champion, specific action plans and timelines were tailored to local interests. “Whether it was trying to get the most viral video within their regional community or T-shirts and mugs with their Chatter @mention on them, we would help them come up with a fun idea and activate it within their business unit,” Wain-Lefebvre said.

The champions’ role deepened in the second pillar, Engage, as they kept very active in their business unit’s Chatter sphere and drew upon a specially created toolkit of presentations and e-learning tools to assist their peers in making the Employee Community an integral part of their daily routines.

Meanwhile, periodic meetings between champions and their business unit’s general manager ensured that action plans were being carried out, and monthly webinars of all champions globally kept everyone up to speed on each other’s successes.

Support of upper management was a critical element of Inspire, the third pillar. “The main objective was to break hierarchical silos and enable them to instill a sense of pride through Chatter,” said Wain-Lefebvre. While encouraging higher-ups to adopt something new is often problematic, the Employee Community’s easy accessibility on mobile devices aided the effort considerably. “They’re waiting for a plane or sitting in the taxi, and in just a couple of minutes, they can easily scroll through the feed of a specific community within Chatter and like, share, or comment on some of the things going on there.”

Everyone’s successes were celebrated in the fourth pillar, Applaud. “What we tended to do in the past is to work on the business where they’re doing a really lousy job and forget about all the people that are actually doing really well,” said Wain-Lefebvre.
And with successes that exceeded Nutricia’s goals, there was a great deal to applaud. "We wanted to reach 75% active users and 54% engagement over the period of six months, and we actually reached 86% and 58% by the end of last year," Wain-Lefebvre said. “We hit both of our global targets, which is good, and that’s thanks to these four pillars.”

Now that the Employee Community’s value is firmly established throughout Nutricia, Wain-Lefebvre is turning her focus to longer-term strategic extensions of the community, including a repository for competitors’ most current marketing materials (for competitive reference) and a system for managing and enabling collaboration on tenders, which constitute a significant source of business. At the heart of both is an ongoing drive to connect disconnected employees and turn questions into opportunities for collaboration. “Although we aren’t such a big business, the community is constantly bringing us even closer together,” said Wain-Lefebvre. “It’s bridging a lot of gaps that before we couldn’t have imagined bridging.”
# Salesforce Customer Success Story: Nutricia

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<td>With over 5,000 employees in various business units scattered across the globe, driving adoption of a new Employee Community was challenging.</td>
<td>Recruited a champion ambassador to drive awareness among peers.</td>
<td>Increased collaboration within and across business units.</td>
<td>Community Cloud</td>
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<td>Held contests and provided incentives to build excitement.</td>
<td>Improved company culture, inspiring employees and upper management to share insights and ask empowering questions.</td>
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<td>Got upper management on board and inspired.</td>
<td>Exceeded global adoption targets (over a six-month period).</td>
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<td>Organized regular meetings to guide champions and share successes.</td>
<td>Reached 86% active users, exceeding goal of 75%.</td>
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<td>Achieved 58% engagement, exceeding goal of 54%.</td>
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SO WHAT MAKES A TRAILBLAZER?

As the companies featured in these pages make clear, it’s all about discovering a whole new way to connect with partners, customers, and employees. Trailblazers are building the apps, communities, and portals that make this possible.

The good news is you don’t have to radically reinvent yourself to become a Trailblazer. All you need is the right platform on which to build your vision.

You’ve already taken your first step by reading this book. Where you go now is up to you. As you’ve discovered, there is no limit to what you can do with Salesforce. Now you can empower anyone to build productivity apps and run your entire business on a single platform. Join the thousands of Trailblazers who are changing their businesses, their roles, and connecting to customers in a whole new way.

1 See how to engage your partners, customers, and employees with intelligent, personalized experiences. Learn how to transform the way you do business and become a Trailblazer at salesforce.com/products/community-cloud/overview.

2 See how easy it is to blaze your own trail. We’ll guide you step-by-step at trailhead.salesforce.com.
THE SALESFORCE ADVANTAGE

Salesforce has always been an innovator. Seventeen years ago, we pioneered a new technology model with our cloud platform. We were born in the cloud and we are 100% cloud today. But our real success is driven by our customers’ success. Over 100,000 companies worldwide trust our secure architecture and 99.9% uptime – and rely on three seamless, automatic upgrades each year to keep their business growing. By removing the burden of maintaining costly legacy infrastructure, our customers are free to focus on innovation.

The Salesforce Platform is a complete CRM solution that connects every facet of your business so you can connect with your customers in a whole new way. There is simply no better platform for building apps – from low code/no code to elaborately customized apps – or a larger ecosystem of readymade apps, available on our AppExchange. No matter how big – or small – your company, whatever your industry or current systems, Salesforce is the right partner to help you become the community leader you need to become to lead your business into the future.
THE BENEFITS OF SALESFORCE

Lightning Platform – Now anybody can create rich, engaging apps that deliver a beautiful user experience on any screen. The Lightning Platform is the fastest way to build connected, scalable, secure apps that connect you to your customers in new ways.

Artificial Intelligence – More intelligent. More predictive. Einstein Analytics, with the world’s first comprehensive AI for CRM, transforms all the data from your customers, suppliers, and the Internet of Things into insights and actions that will drive sales, product enhancements, and customer satisfaction.

Mobility – The mobile revolution could not have happened without the cloud revolution. Everything we do is mobile-ready – and with Salesforce Platform Mobile Services, now you have everything you need to build, run, and manage engaging mobile apps that are secure from day one.

Productivity – Automate processes, give your employees a 360-degree view of your customers from any device, connect your field staff to HQ – the Salesforce Platform replaces infrastructure with constant innovation so you can increase productivity in every department, every employee, across the business.

Find out more at salesforce.com/products/community-cloud/overview.