



# Help every department get the most out of Salesforce.

Reach new heights with Cloud Services.



# We'll help you blaze a new trail to success.

Business has entered a new era: the Age of the Customer.

Your customers are more connected than ever, and that means they expect more from every interaction. They want suggestions so accurate, it's like you read their minds. They expect service agents to have a sixth sense about their history, and the power to resolve issues quickly. They want personalized, relevant information. And they want to access your products and services 24/7.

As companies build new solutions around the customer, they're tearing down the walls between sales, service, marketing, and IT. The most innovative businesses are using new technologies to collaborate across departments to create experiences and products customers love.

For many companies, Salesforce is a key part of this transformation. The Customer Success Platform has the potential to help you get smarter and more predictive about customers, build 1-to-1 journeys, run your business from anywhere, and connect to your customers in a whole new way.

Cloud Services is here to help all our customers realize that potential faster, and get the most out of Salesforce.

Cloud Services connects you with certified experts, consultants, and innovative tools that work across your organization to help you realize your ambitions, from maximizing ROI to disrupting your industry. Our experts draw on more than 17 years of experience with more than 150,000 Salesforce customers to give you the very best prescriptive advice and best practices at every stage of your journey.

The Age of the Customer brings incredible opportunities for growth, transformation, and innovation. Cloud Services is here to help you navigate those changes and blaze a trail to new heights.

We focus on three key pillars to help you succeed:

ALWAYS-ON  
EXPERTISE  
from advisors  
who know  
Salesforce best

DATA-DRIVEN  
INSIGHTS  
from our unique  
view into the cloud

DESIGN-LED  
INNOVATION  
to help you create  
experiences  
customers love

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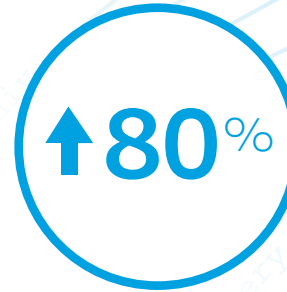
STEP 1

Start your journey  
with a Success Plan.



# Success Plans

No matter where you want your Salesforce journey to lead, you'll get there faster if you have the right support. Success Plans give you product and technical expertise, advice, and training to help your team perform its best. Finding the right plan for you depends on how far you want to go, and how fast.



**Customers with Success Plans have seen ROI increase up to 80%.**

## Standard Plan

Automatically included for every customer, the Standard Plan helps you get started and build a foundations for success. You get access to many self-service resources, including our learning programs, Help & Training website, knowledge base, communities, and small group clinics. You can also submit service cases online, and get a response within two business days.

## Premier and Premier+ Success Plan

With Premier Success Plans, you get direct access to Salesforce expertise, resources, support, Premier Apps, and training. Technical and developer support, with a one-hour response time, delivers fast, expert answers for general and technical questions 24/7. You also get access to Accelerators for 1-to-1 coaching sessions with Salesforce specialists. Premier+ adds certified administrators to maintain and update your Salesforce platform, freeing your IT team for higher-priority work.

## Signature Success Plan

Our most comprehensive plan gives you a team of high-touch experts to maximize your Salesforce performance and value. You'll also get access to powerful features, including unrestricted access to Accelerators and Mission Critical Support, which provides proactive monitoring to keep your Salesforce solution performing at peak levels, 24/7. We'll provide prescriptive recommendations and execute global solutions to drive adoption and deliver business results that matter.

STEP 2

Get the right tools  
and guidance.

THIS WAY TO  
*Success*



# Where do you want to go?

No matter where you want to go, Cloud Services will help you get there. You'll get a customized solution to achieve your specific goals. Our services break down into three broad categories, based on the scope and complexity of your ambitions: Accelerated Success, Consultative Success, and Transformational Success.



PROJECT COMPLEXITY ↑

LEVEL OF AMBITION →

## ACCELERATED SUCCESS

- Accelerators
- Premier Success Plan

## CONSULTATIVE SUCCESS

- Advisory Services
- Marketing Cloud Services
- Mission Critical Support
- Premier+ Success Plan

## TRANSFORMATIONAL SUCCESS

- Innovation & Transformation Center
- Experience Design
- Strategic Projects
- Signature Success Plan



# Resources, support, and expert guidance for every step of your journey

Cloud Services helps you realize your unique vision with solutions tailored to your needs.

## Accelerated Success

These services help you get up and running, boost adoption, and quickly maximize ROI.

### Premier Success Plan

Get a foundation for success with access to always-on support, training, and Salesforce expertise.

### Accelerators

A feature of Premier, these fast, focused, 1-on-1 coaching sessions with Salesforce experts help you overcome specific challenges quickly and deliver the results your business demands.

## Consultative Success

These solutions give you expert advice to manage complex business, technical, and implementation challenges.

### Premier Plus Success Plan

Get all the benefits of Premier, plus expert support for ongoing configuration tasks.

### Mission Critical Support (MCS)

MCS gives you a designated team that knows your Salesforce environment, proactively monitors its health, prevents potential problems before they can happen, and helps you stay up and running 24/7.

### Marketing Cloud Services

Expand your team with Salesforce marketing veterans who help you run and optimize campaigns.

### Advisory Services

Get long-term business and technical guidance from Salesforce experts embedded within your team to help you execute your vision.

## Transformational Success

These offerings provide expert guidance to help you transform your organization, create innovative experiences, and disrupt your industry.

### Signature Success Plan

The ultimate services plan for large and transforming organizations, Signature delivers a team of high-touch experts to maximize your Salesforce performance and value. We'll help you elevate productivity, increase adoption, and optimize your global operations.

### Experience Design

Our human-centered design specialists work with you to develop and deploy transformational products and services that customers love.

### Strategic Projects

These clearly defined design-and-build engagements help you create amazing customer experiences that showcase cutting-edge technology and stretch the Salesforce platform.

### Innovation and Transformation Center

This proven methodology brings together senior Salesforce leaders and your IT and line-of-business executives to collaborate, align, and guide your transformation over the long term.



STEP 3

Find your path  
to success.



# We'll help you reach your destination.

Today, your customers expect a seamless experience every time they touch your business. That means you can't afford to have any departments walled off in a silo. Sales, service, marketing, and IT have to work together. At the same time, each department has its own challenges and goals.

Cloud Services helps you use Salesforce to bridge those departments and create seamless experiences. We work across your organization and provide customized solutions aligned with your specific goals. We'll extend your team's capabilities with support and training, help you use the platform to its full potential, and develop business and technical strategies to create lasting change.

Find out how we've helped businesses achieve their top IT, sales, service, and marketing goals.

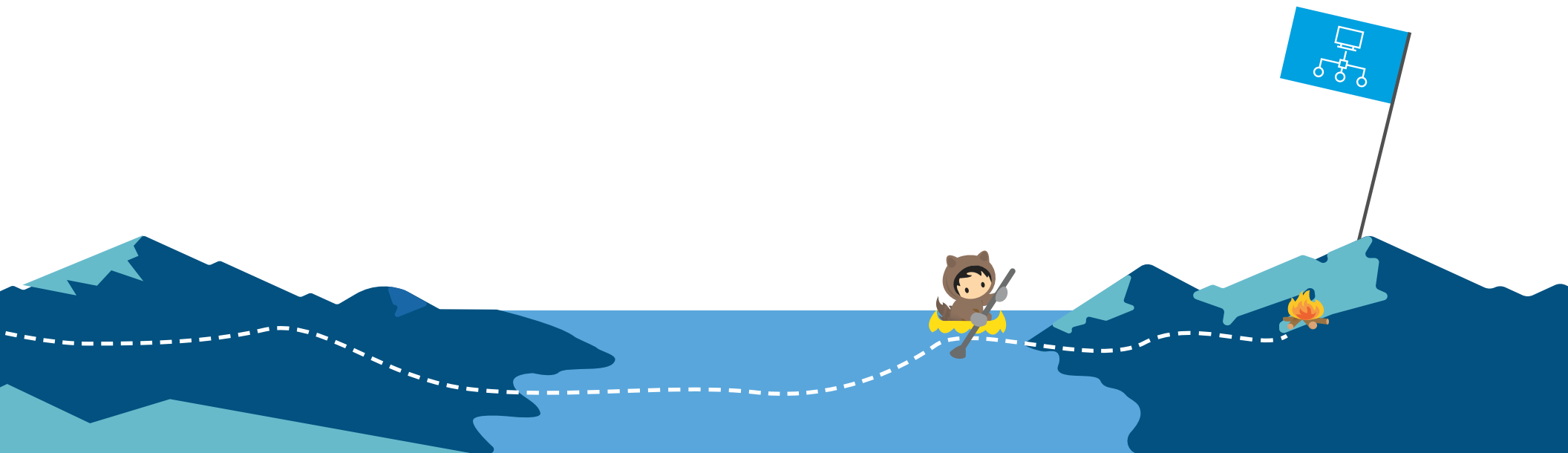
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# Cloud Services for IT

Technology is at the heart of every modern business. That means it's IT's job to empower every role and department to deliver results. Salesforce can be an integral part of that, with a secure, scalable platform that delivers a lightning-fast user experience, puts artificial intelligence at everyone's fingertips, and unleashes a new level of productivity wherever your employees go.

The experts and resources of Cloud Services can help your IT department leverage the full power of the Salesforce platform. By applying our expertise, insights, and innovation, we can help you support leadership by aligning your IT capabilities and business priorities, empower your admins with custom training and best practices, and serve your company's mission by helping you solve complex organizational challenges, keep your systems operating efficiently, and push the envelope of innovation.

Together, we can help you be the catalyst for transformation within your company. Keep reading to discover a few of our solutions to common technology challenges.



## Boost productivity and lower costs.

### Premier and Premier+ Success Plans

Premier plans make your teams faster, more knowledgeable, and more effective. Our online training catalog gets them up to speed. 24/7 support helps them solve problems quickly. And the configuration services available with Premier+ frees them from routine maintenance work.

### Salesforce Accelerators

With 17 years of Salesforce experience under our belts, we understand best practices. We package that know-how into Accelerators: focused 1-on-1 work sessions with Salesforce experts. A feature of Premier, Accelerators deliver fast results for specific IT challenges, from data harmonization, to choosing the best integration pattern, to designing your organization strategy.

## Achieve operational excellence.

### Signature Success Plans

Signature plans give you all the benefits of Premier, plus Mission Critical Support, unrestricted access to Accelerators, and your own team of experts and technical specialists to help you boost productivity and deliver excellence across a large, transforming organization.

### Mission Critical Support (MCS)

MCS helps you boost productivity and ensure your system always performs at peak levels. A designated team proactively monitors your Salesforce solution, stops problems before they happen, and responds to issues in as few as 15 minutes.

### Advisory Services

Develop a platform strategy aligning your architecture with your business goals with the help of certified Salesforce experts embedded within your team.

## Clear a path for innovation and transformation.

### Strategic Projects

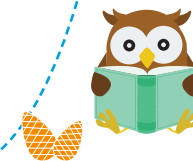
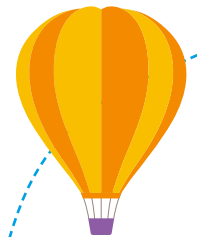
Our team will work with you to design, build, and implement innovative new ways to connect with your customers, including solutions that take advantage of emerging technologies like mobile, IoT, and AI.

### Advisory Services

Team up with Salesforce experts to build a strategy for data governance and stewardship, optimize processes, and find the best resources for implementation.

### Innovation and Transformation Center

Using our proven methodology, Salesforce experts and your executive leadership work together on your transformation strategy. We'll help you foster a more agile culture that embraces change and unleashes innovation within your company.



Learn how one customer, LanguageLine, worked with Cloud Services to deliver on some of its key IT and business goals.

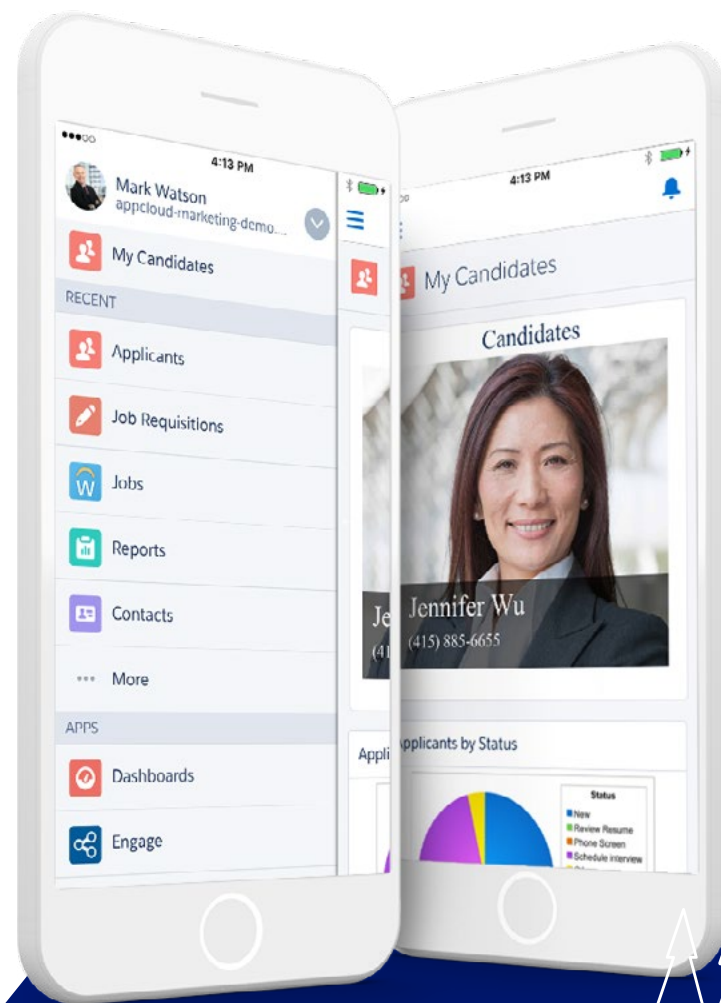


# LanguageLine stays up and running with Salesforce Mission Critical Support.

LanguageLine is no ordinary Salesforce customer. Its real-time interpreter services operate 24 hours, 365 days a year, and keeping the platform online can literally be a matter of life or death.

“We serve more than 25,000 customers, including law enforcement officials, 911 operators, and emergency room staff. They all depend on us, and if we’re offline, lives are at risk,” remarked Jeff Cordell, Chief Information Officer at LanguageLine.

In recent years, LanguageLine started moving its operations into the cloud, using Salesforce technology to route audio and video calls to the right interpreters anywhere in the world.



## The right support for the right platform

LanguageLine relies on the Salesforce Force.com platform for its proprietary geo-redundant, highly available transaction processing and Salesforce's highest level of service and support.

Language Line's initial plan guaranteed one-hour response times, but LanguageLine felt the nature of its business required something faster. So, the company decided to add Mission Critical Support (MCS).

MCS provides access to a highly agile team that knows each customer's specific business and is available 24/7. With Mission Critical Support, Severity-1 issues get a guaranteed response within 15 minutes, with personalized updates every 30 minutes. It's ideal for customers whose uptime is essential and can't be compromised.

"We promise 99.99% uptime to our customers, which equates to less than one hour of downtime in a year," Cordell said. "We have to work very closely with Salesforce to ensure we beat that uptime guarantee and offer as close to 100% uptime as possible."

## The tools and services for success

At one point, LanguageLine was seeing high latency in its platform that it needed to fix. The company's Salesforce primary engineer – part of MCS – decided to move operations to a new Salesforce instance that offered better performance and accomplished the migration with no downtime.

"Before, processing a call on our system could take as long as six seconds. Now it's performing well under 100 milliseconds. That was a massive difference for our customers when seconds count," said Cordell.

MCS has helped LanguageLine reduce risks while maximizing its Salesforce platform performance. As LanguageLine develops new unified communications contact solutions, Salesforce continues to be a partner in the process, making sure the company has the support and platform it needs to succeed.

*"That was a massive difference for our customers when seconds count."*

**JEFF CORDELL,  
CHIEF INFORMATION OFFICER,  
LANGUAGELINE**

# Cloud Services for Sales

Sales isn't just about the sales department anymore. To succeed in the Age of the Customer, you need a platform that connects everything and finds selling opportunities throughout your business, from lead, to customer, to advocate. Salesforce is an ideal solution, with a lightning-fast user experience, and a layer of artificial intelligence to help everyone be more productive from anywhere.

Cloud Services helps you unleash the full power of Salesforce in your sales organization. Transform the way you sell with our resources and services. Our experts can help you get a 360-degree view of the customer and use predictive modeling to sell and faster smarter.

Check out the next page to learn about a few of our solutions for sales.



## Launch Lightning.

The Lightning Experience transforms how you use Salesforce. It gives you new insights into your customers, empowers your team to sell more, and helps you establish a sales process that works for your whole organization. We have several services to help you deploy Lightning successfully, based on your needs.

### Accelerators

These quick, 1-to-1 consultations can help you fly over Lightning migration speed bumps with expert guidance on desktop design, configuration, and customization. And our specialists don't just set it up and go – we train your admins to do it, too.

### Advisory Services

Salesforce experts will help you through every stage of a Lightning migration, from preparatory planning, to launch, to iteration and adoption.

### Strategic Projects

The Sales Practice in our design-and-build group brings industry-specific knowledge and experience to your implementation, and can get your team up and running on Lightning quickly.

## Track deal progress.

It's critical to understand where deals are in the pipeline, but getting the right information can be time-consuming and frustrating. Cloud Services works with you to give you a whole new level of pipeline visibility, fast.

### Accelerators

The Lightning Experience is revolutionary, and it's a change from Salesforce Classic. Our quick 1-on-1 coaching sessions will help you get familiar with Lightning and show you how to access pipeline details.

### Advisory Services

Dedicated advisors help you engineer a new way to manage your pipeline and sales activities, using capabilities such as Wave and Einstein.

### Strategic Projects

The specialists in our Analytics Practice can help you design and build custom solutions that integrate Wave Analytics across sales, service, and marketing, for a true 360-degree view of your business.

## Keep your sales team happy and productive.

Cloud Services can help you remove obstacles that keep you from selling, and create smart new apps that help your team sell faster and better, from anywhere.

## Success Plans

The surest way to maximize Salesforce ROI is to help your entire team adopt it and use it. Premier Success Plans give you on-demand training resources and 24/7 support so everyone can get up and running. Premier+ gives you extra admin help to configure and run your solution, so your team can focus on selling.

With Signature Success Plans, you get all the benefits of Premier plus a team of high-touch experts to keep your Salesforce performing at peak levels. Signature also helps your sales execs win more deals with best practice collaboration, prescriptive guidance, and regional sales support.

### Mission Critical Support (MCS)

When your system is down, you aren't selling. MCS gives you a designated team that knows and proactively monitors your Salesforce environment. That way, your sales team always has access Sales Cloud and can stay productive.

### Strategic Projects

Work with our Sales Practice and Mobile Practice specialists to build powerful mobile apps to make your team members even more productive, no matter where they are.

### Innovation and Transformation Center

Apply proven Salesforce methodology to help your business and IT executives collaborate and unleash disruption in your industry. Transform your business by tapping into the right kind of expertise at each stage of your digital journey.

For a real-world example, read about how Cloud Services helped Dell's sales team increase adoption, improve collaboration, and get a holistic view of customers.







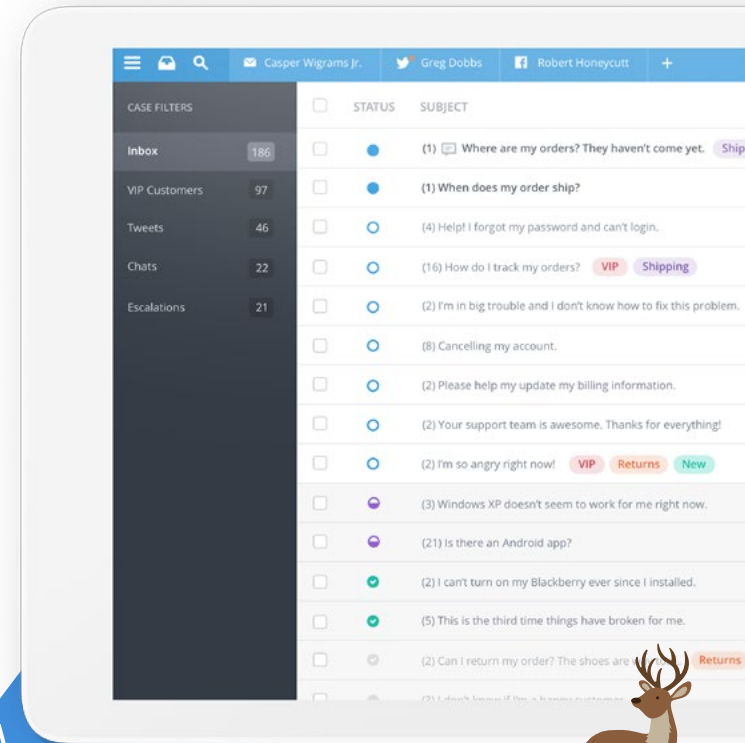
# Dell works toward a 360 view of the customer with Salesforce Advisory Services.

For nearly a decade, Dell has counted on Salesforce to enable its worldwide selling teams. Eventually, however, the Texas-based company started to see a disconnect between its platform and its salespeople.

“I remember walking into a meeting with a customer in Pittsburgh and asking our account executive for the account plan, and there was just silence,” recalls Bobbi Dangerfield, Vice President for Global Sales Operations at Dell and a 16-year veteran at the company.

“I opened Salesforce and of course none of the information was entered...We couldn't tell [the CIO] when their equipment would be installed. It was kind of a mess.”

It was a classic scenario where employees were underutilizing the tools designed to help them gain a holistic view of their customers. The Salesforce platform they logged into had also grown complex over the years with custom code.



## A roadmap for sales team success

Dell wanted to revolutionize its sales productivity across the entire platform, which is what led to a five-year investment in Salesforce that included opting for Advisory Services. A Salesforce Business Architect stepped in to help Dell executives make the modifications needed for Dell to gain the customer insights they yearned for while developing a road map marked with clear, prescriptive actions .

“Today, it’s significantly easier for me to go to a customer, open up their account in Salesforce, and understand what I can do to help the conversation,” said Dangerfield. “The number of team members using Salesforce in the selling process has doubled since implementing our advisors’ recommendations.”

Another way Dell saw Salesforce Advisory Services yield success was through a recommendation to implement Salesforce1. Its mobile-friendly tools empowered Dell’s salespeople in the field by increasing their productivity while eliminating pain points.

Similar productivity gains were seen as Salesforce Advisors coached teams on how to best use Chatter to yield greater employee engagement and collaboration. “One hundred

percent of Dell employees are on Chatter, and Michael Dell himself uses the platform to regularly communicate with other executives and teams,” said Steve Brown, Executive Director for Channel, Sales, and Marketing at Dell.

## The journey continues

All of these improvements are major progressions in Dell’s continuing mission to give its sellers the tools they need to succeed, and Salesforce is there to help Dell every step of the way.

“I see developing our Salesforce platform as a journey. It’s not finished yet, but we have made tremendous steps forward with the help of our trusted advisor,” said Brown.

*“I see developing our Salesforce platform as a journey. It’s not finished yet, but we have made tremendous steps forward with the help of our trusted advisor.”*

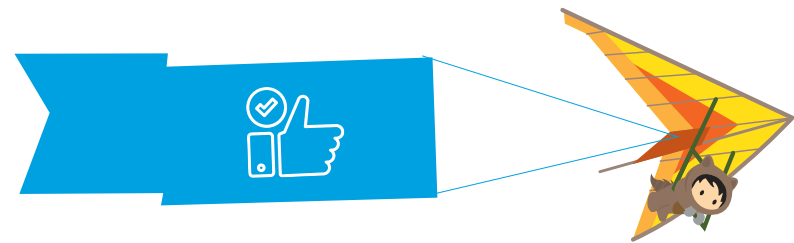
**STEVE BROWN,  
EXECUTIVE DIRECTOR FOR  
CHANNEL, SALES, AND MARKETING  
DELL**

# Cloud Services for Service

Today's connected customers don't just phone anymore – they email, text, and contact businesses through social media. And they expect service to be as quick and easy as a conversation with a good friend. To keep customers happy, businesses need to connect service agents to conversations in multiple channels and have strategies to resolve problems quickly.

Cloud Services helps you tap into the best practices and technical expertise we've honed by helping over 150,000 customers. Together, we'll help you give your customers the best experiences, reinvent every touchpoint, disrupt your industry, and become a true customer company.

Check out a few of our solutions to some of your biggest service challenges on the next page.



## Supercharge your service reps.

Make sure your service reps have everything they need to get up and running, fast.

### Premier and Premier+ Success Plans

With an extensive online learning catalog, customized training, and 24/7 phone support, your reps and admins can learn Service Cloud quickly and always find the information they need. With a Premier+ Plan, you also get extra admin hands to manage your solution, so your team can focus on making customers happy.

### Accelerators

A feature of Premier, Accelerators are quick 1-on-1 coaching sessions that help your service reps and admins achieve specific goals, such as designing a Service Cloud console, learning how to create macros for case cleanup, managing case escalations, and more.

## Guarantee quality customer experiences.

### Signature Success Plans

Signature delivers all the benefits of Premier, plus unrestricted access to Accelerators, Mission Critical Support, and dedicated Success Managers and advisors, to help you deliver excellence across a large, transforming organization.

### Mission Critical Support (MCS)

Great service depends on being there when your customers need you. Make sure downtime doesn't get in the way. MCS gives you a designated team that knows your environment, responds to Severity-1 issues in 15 minutes, and works to keep you up and running 24/7.

## Transform every touch point and disrupt your industry.

When you're ready to transform the way you deliver customer service, our expert teams are ready to roll up their sleeves and join you.

### Advisory Services

Partner with our experts to create a roadmap to align your IT infrastructure with your customer service vision. Drawing on their unparalleled product and industry knowledge, they'll connect you to the newest technology and best practices for deployment and integration.


### Strategic Projects

Our Service Practice can work with you to design, build, and deploy a game-changing experience that gives your team and your customers the seamless experience they expect. Our advisors will also work with you to engage stakeholders and develop strategies to increase KPIs and adoption metrics.

### Innovation and Transformation Center

Our advisors will work with your leadership team to transform how you do business. From human-centered design to rapid prototyping, you'll get the expertise you need to offer game-changing customer service.



Intuit, a company that creates financial management solutions, wanted give customers great service during peak periods. Read Intuit's story to find out how Cloud Services helped the company deploy Service Cloud quickly and prevent disruptions. 



# Intuit relies on Mission Critical Support to help customers during peak times.

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers, and accounting professionals. Its flagship products and services include QuickBooks®, Quicken®, and TurboTax®.

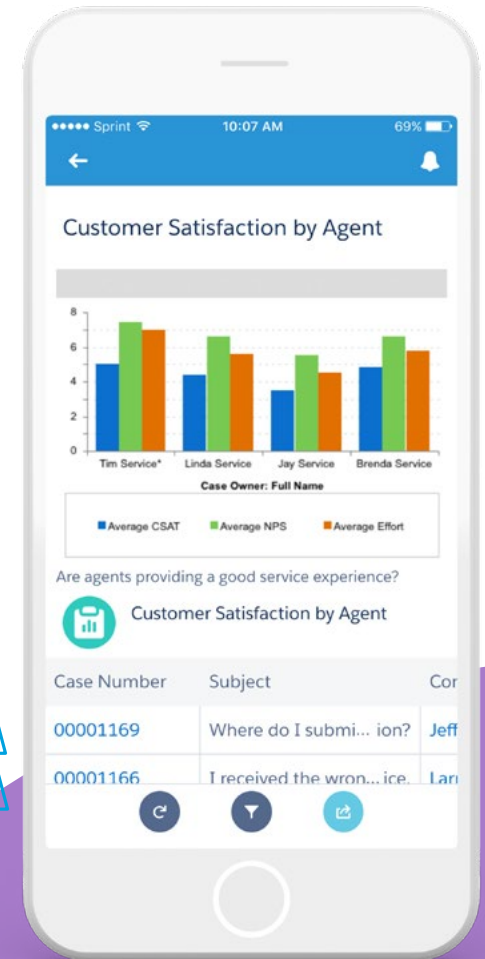
Mission Critical Support (MCS) helped Intuit plan and deploy Service Cloud by providing best practices, coding standards, and integration patterns to ensure the most robust solution possible. This collaborative engagement enabled Intuit to roll out Service Cloud to its users in a mere three months, while also helping to drive rapid end-user adoption.

Mission Critical Support also provides Intuit with proactive support, often averting issues before they affect end users or threaten to compromise revenue streams. When a

problem does arise, MCS assures Intuit of a 15-minute response time for rapid resolution.

During peak times, the system would be in danger of overwhelming Intuit's cloud resulting in service disruption. MCS recognizes impending outages and quickly mitigates the problem with minimal business impact.

“Mission Critical Support has consistently sustained our business during the most intense challenges,” said Shailendra Revankar, Intuit's CRM Engineering Team Manager. “With Service Cloud and Mission Critical Support, we have assurance that our solution will always be up and running to support our business.”



# Cloud Services for Marketing

There's been an explosion in the number of channels businesses can use to connect with customers, from email and social media to wearables, smartphones, and the Internet of Things. But no matter how you connect, customers expect a personal experience at every touchpoint, with information that's interesting, useful, and relevant. That means marketers need to manage multiple channels flawlessly and create 1-to-1 journeys, all the while proving their value.

Cloud Services can help you unlock Salesforce's potential to create first-class, personalized digital marketing at any scale. Our resources and experts can help you boost adoption, customize technical and campaign strategies, and take advantage of new products that keep customers engaged. Our marketing specialists can also team up with you for hands-on campaign help, from strategy to ongoing management.

Find some of our solutions to your top marketing challenges on the following page.



# Deliver personalized 1-to-1 journeys at any scale.

## Premier and Premier+ Success Plans

Get up and running fast, and boost adoption across your marketing organization with more than 130 training modules and 24/7 phone support. Premier+ also offers configuration support to handle time-consuming jobs like adding email lists for campaigns.

## Signature Success Plans

Ideal for large and transforming organizations, Signature gives your teams all the benefits of Premier, plus unrestricted access to Accelerators, Mission Critical Support, and dedicated Success Managers and advisors to help you deliver excellence across every region.

## Mission Critical Support (MCS)

Every minute of downtime can derail your campaigns. Keep your system up and running, 24/7 with MCS. You'll get a designated team that understands your environment, proactively monitors your Marketing Cloud solution, and responds to Severity-1 issues in 15 minutes or fewer.

## Advisory Services

Strengthen your team with senior Salesforce experts who can help you align your IT strategy with your marketing goals. We'll work with you to build an end-to-end digital marketing strategy and connect you with the best technology and people to implement your solution.

## Strategic Projects

Our Marketing Practice experts understand your business, and will work with you to design, build, and implement a custom, end-to-end marketing solution that connects every touchpoint and every stage of the customer journey.

# Create turnkey marketing operations.

## Marketing Cloud Services

Bolster your marketing team with industry veterans who can deliver a full range of campaign services, including customized journey creation, email deployment, social media, advertising design, data science, and reporting.

## Accelerators

Get quick, personal coaching sessions with a Marketing Cloud specialist. With the Journey Builder Base Accelerator, you can learn how to plan, customize, and optimize every step of the customer journey.

# Get the data you need to market smarter.

## Accelerators

Gathering data and using it to improve customer experiences is critical for marketers. Our quick, 1-to-1 work sessions will show you how to configure, automate, and deliver any one of our 25 custom Marketing Cloud reports.

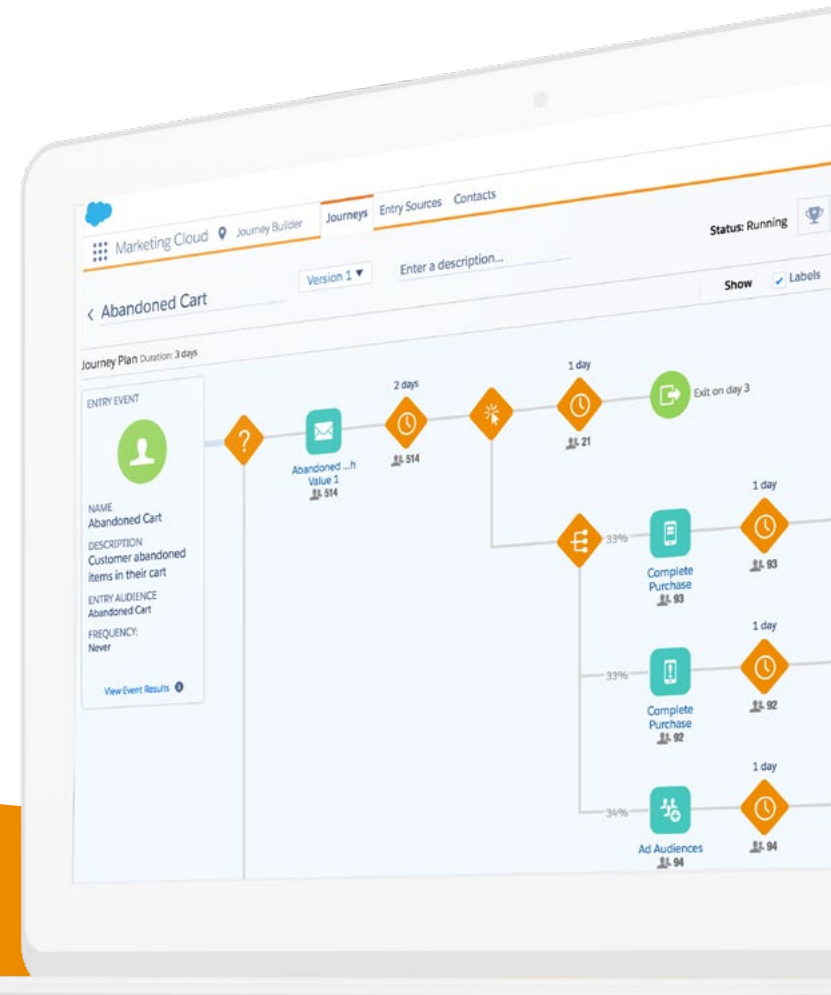


Carrawler, a ground transportation company, needed to get useful customer data. Find out how Cloud Services helped Carrawler tap into Marketing Cloud data to boost sales and better engage customers.

# Cartrawler gets into high gear with Marketing Cloud Accelerators.

For nearly three years Cartrawler has relied on Salesforce Marketing Cloud to coordinate B2C email campaigns and customer engagements. But despite the company's success, Cartrawler suspected it was only scratching the surface. When it came to maximizing the potential of Marketing Cloud, Cartrawler didn't know where to start.

"The question I used to dread getting from my boss was, 'Is our customer database growing or shrinking, and by how much?' It was a question I couldn't really give an answer to at the time," said Glen Lewis, Head of CRM at Cartrawler. "We really believed in the technology behind our Marketing Cloud, but we didn't have it configured properly for certain metrics and couldn't get the answers we needed."





## A one-on-one relationship

For help, Cartrawler turned to its Premier Success Plan. The company's Success Manager worked to understand Cartrawler's needs and to develop a clear, long-term strategy for success.

The Success Manager recommended Marketing Cloud Accelerators: unique, goal-oriented, targeted engagements designed to help customers achieve specific results with their platforms. The Accelerators were led by an Accelerator Success Specialist, a Salesforce expert who could provide specific recommendations and implementation support.

Ultimately, Cartrawler took advantage of three different Accelerators, one each to improve reporting configuration management, information extraction, and email segmentation.

"At first we were skeptical because our Accelerator Specialist recommended accelerators on tools we already used. But then we saw features we didn't even know existed and realized the accelerator's value," said Lewis. "Our Accelerator Specialist also showed us how we could improve our automation practices. We knew these tools existed, but they showed us how to use them more effectively."

## Scaling and growing success

By participating in these Accelerators, Cartrawler learned more about its customer base, improved engagements, and boosted ROI. The Salesforce team stood by to answer questions along the way.

"Both our Success Manager and Accelerator Specialist worked closely with us throughout the Marketing Cloud Accelerators and I cannot speak more kindly of them," said Lewis. Since then, Cartrawler has improved the accuracy and agility of its email campaigns. The Email Segmentation Accelerator taught the team how to send more direct, personalized email. Click-through rates have improved from 2% for generic campaigns to 10% on targeted campaigns.

"We even saw 10% of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator," said Lewis.

With a firm grasp on its customer database, Cartrawler is able to stop focusing on short-term fixes and start looking ahead at its long-term, strategic goals.

*"We even saw 10% of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator."*

**GLEN LOWIS,  
HEAD OF CRM,  
CARTRAWLER**

STEP 4

Get ready to reach your ambitions.



# Take the next steps on the trail to success.

Cloud Services can help you unleash the power of Salesforce to reach your top IT, sales, service, and marketing goals. We'll connect you to support, resources, and expert guidance to help your business thrive in the Age of the Customer.

Ready to take the next steps on your journey?

## Check out these resources from Cloud Services.



Get a quick overview of how Cloud Services can help you get the most out of Salesforce.

[WATCH VIDEO](#)



The Cloud Services Solutions Finder can help you to discover the right services to help you reach your unique goals.

[LEARN MORE](#)

## Questions? Give us a call.

We're here to answer your questions and help you along your journey with Salesforce. Contact your account executive or call [1-800-667-6389](tel:1-800-667-6389) to find out how Cloud Services can help.

