

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

Mobilise the customer journey

Connect every experience
with Salesforce



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Introduction

Mobile technology has changed everyday life in ways we could never have imagined – and it continues to surprise consumers and marketers alike. From shopping, to keeping up with current events, to enjoying a morning cup of coffee, mobile devices continue to redefine everything.

There's no denying your customers are connected, and your organisation can improve customer interactions with your brand by implementing mobile marketing solutions.

Australians glanced at their mobile devices more than **440 million times per day** in 2016 – a 40 million increase from 2015.

Deloitte Mobile Consumer Survey 2016



Reach your customers in the moments that matter

Success for your brand means putting the customer at the centre of everything. With Mobile Studio from Marketing Cloud, you can be everywhere your audience is – and always accessible.

1

Streamline outdated sales processes with state-of-the-art apps

Connecting your sales staff with an intuitive tablet application frees up their time to get back to what they do best: selling your product, not filling out paperwork. In fact, Tip Top has boosted sales efficiency by 20% since launching its app Daily Dough.

2

Integrate mobile communications into your departments

Every mobile touchpoint factors into one complete view of your customer. Take advantage of social media data by using platforms that are designed to connect marketing to sales, service and beyond to create seamless relationships.

3

Keep your audience engaged with impressive mobile apps

As part of the Customer Success Platform, Mobile Studio works in tandem with Salesforce App Cloud. Build innovative apps and deliver personalised experiences, all within the single platform.

Read on for an in-depth look at how Mobile Studio solved common problems for three different businesses.

1

Streamline the
sales process:
Tip Top





Tip Top

The challenge:

Inefficiencies in field sales processes stemmed from a very traditional model of delivering bread. Field sales staff and customers would meet in the back office and spend most of their time filling in order forms. There was little opportunity to discuss new products or promotions. Also, orders couldn't be processed until after store hours, when field sales staff went home and entered the data online.

The solution:

An iPad-based custom app Daily Dough, built on the Salesforce App Cloud, has transformed the field sales team's engagement with customers. The ordering process has been streamlined by pre-populating customer orders in the app for rapid completion during store visits. Field sales teams now simply update the order and present it to the customer to verify on the spot. This faster, more automated process frees up sales staff to better engage with customers in-store.

Did you know?

The integration of Sales and Marketing Cloud redefines the sales process and effectively boosts sales productivity.

Using Mobile Studio and the Salesforce App Cloud, leading companies worldwide have built customised, branded communities to integrate and simplify business processes, enabling seamless collaboration across the enterprise.

Learn more about: [Salesforce App Cloud](#)

Learn more about: [Sales Cloud](#)

Learn more about: [Marketing Cloud](#)

How did they do it?



Tip Top worked closely with Salesforce and Tigerspike to re-engineer its processes, and design and build an app that would empower staff and engage customers.



The app was up and running in just nine months, with ease of use a major factor in the quick adoption. Training time was minimised because the app was intuitive and accessible to all users.



The app provides Tip Top's managers with a new level of transparency, resulting in an explosion of data. They can track sales activity as it happens and pull reports to identify trends or opportunities for coaching.



Efficiency has been boosted by 20% since the app's launch, which was combined with the introduction of a new sales process.



A newly developed survey tool in the app allows management to push surveys to field sales staff and gather information on each store, such as footage of the bread aisle or size of display racks. They can also gather competitive intelligence and other insights to influence promotions.

Salesforce helps us move customer conversations out of the backroom and into the bread aisle, where it's much **easier to connect and discuss new products and promotions.**

PAUL FOSTER, Tip Top Sales Director

2

Connect service,
sales and marketing:
Australia Post





Australia Post

The challenge:

One of the nation's most recognised brands, Australia Post delivers more than 90 million items each week. It has a strong social media presence with more than 300,000 followers on Facebook, Twitter, Instagram and Google Plus. Managing and tracking 30 million customer interactions each year across multiple social media channels proved quite the juggling act. It was difficult to create reports, the customer base was largely unknown, and there was a lack of notification when posts were updated.

The solution:

In less than three weeks Salesforce helped Australia Post completely replace Hootsuite in its contact centre, integrating social channels into Salesforce Service Cloud. The solution involved combining Australia Post's managed Facebook and Twitter accounts via Social Hub into Service Cloud, as well as listening across blogs, forums and news sites for brand mentions. Posts are now tagged based on influence, executive reach and product before being routed into Salesforce as cases.

Did you know?

Seventy-five per cent of customers have spent more due to positive brand interactions, but 81% say negative things about a company after a service call. In most cases, a lack of a single customer view leads to business problems that leave a less-than-ideal impression. Sales and Service Clouds from Salesforce integrate seamlessly with Marketing Cloud to unify every interaction with every customer, removing the business silos that can harm revenue.

Learn more about: Sales Cloud

Learn more about: Service Cloud

How did they do it?



Australia Post is making it a priority to 'disrupt itself' by improving the way it communicates with customers over digital channels, including email, mobile apps and social media.



Australia Post's decision to replace HootSuite with Salesforce Service Cloud led to an immediate 8% service productivity gain straight off the bat, with the company labelling it one of its "fastest and most successful customer-facing projects delivered to date".



Key benefits from the transition include the ability to:

- Compile more accurate customer service reports
- Link a social persona to a known customer
- Train staff quickly
- Rapidly identify and route new or updated posts to the appropriate agent



The Workforce Management team can now also respond easily to volume spikes, for example over the busy Christmas period.

Syncing customer service with Australia Post's social – a strong presence with more than 300,000 followers – took just five weeks and resulted in an **8% uplift in service productivity** off the bat.

3

Touchscreen
touchpoints:
app creation
and engagement
for Pizza Hut





Pizza Hut

The challenge:

Pizza Hut, owned by one of Asia's largest fast food conglomerates Jardine Restaurant Group, wanted to switch 200,000 customers using membership cards, as well as those using paper coupons, to a new loyalty app that would offer instant access to the latest deals and offerings. Smart data from the loyalty app would drive more targeted offers and increase sales, while also serving up an intuitive mobile experience.

The solution:

With Salesforce Marketing Cloud steering a complex social CRM program that links business data to mobile apps, Pizza Hut blurred the lines between IT and marketing to ensure both the company and its customers got a fair slice. The app, which has been downloaded more than 350,000 times since its June 2015 launch, syncs with the online ordering platform to let customers earn loyalty points, save their favourite pizzas, view previous orders, and receive offers and digital coupons.

Did you know?

App Cloud is a flexible development platform that gives companies several options for app development. Use standard components and drag-and-drop technology to build apps with no need for code. For unique cases, developers can create custom components for business users to access later in a drag-and-drop interface.

Developers who prefer full customisation can build apps with any coding language and framework in App Cloud's Heroku interface.

Learn more about: App Cloud

How did they do it?



Pizza Hut was no stranger to the online world, being the first to introduce online ordering in 2006 and then mobile apps in 2010. The new loyalty app would digitise its entire membership and close the loop on customer engagement – once again setting the standard for digital marketing in Asia's billion-dollar fast-food industry.



Salesforce Marketing Cloud became the centrepiece of the complex technology architecture, integrating ordering systems, in-store POS, a loyalty engine, segmentation and big data analysis, apps, EDMs, and SMS alerts.



Using Marketing Cloud's Journey Builder, Pizza Hut maps customer journeys across apps, building flows and gateways for targeted offers based on customer response.



At each step of the journey, Pizza Hut adds triggers for new offers, alerts and coupons in response to events including membership sign-up, pizza orders, points sharing and interactions online.



All in all, the Pizza Hut loyalty app has been a Super Supreme success, helping boost sales by 28%.

By 2020, more than **75% of enterprises will have adopted at least one mobile app development platform** to accelerate their digital business transformation strategy.

Magic Quadrant for Mobile App Development Platforms, Gartner, June 2016

Be right where your customers need you

Your audience has grown to expect an open, always-on mode of communication. Reaching them where they are, and at the right moment, is important to them – and should be important to you.

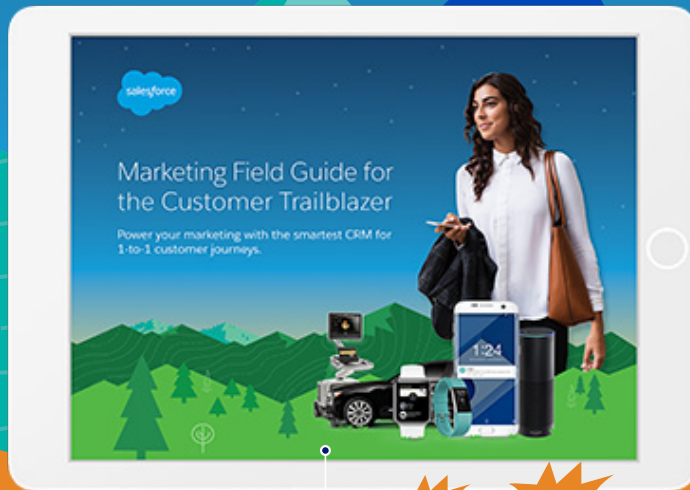
Salesforce offers mobile solutions for marketing teams in companies of any size or industry – making your brand accessible whenever and wherever your customers need you.

Integrate your message over every channel, connect digital and physical customer services, and streamline every interaction across your entire business. With mobile marketing, the power to touch customer's lives is in your hands.

See Mobile Studio in action and see how you could take your campaigns on the go today.

TAKE THE TOUR

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CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

