

Customer Success

Increase Sales Efficiency and Effectiveness with Salesforce

aMind implements Salesforce to improve global sales collaboration and increase customer satisfaction with disciplined follow-up.



manduka®

Background

Industry: Health & Wellness
Headquarters: El Segundo, California
Founded: 1997
Salesforce Sales Cloud

Sales Challenges

Manduka's sales system was outdated and dependent on manual process and legacy systems that were too expensive to change to match company growth initiatives. The company selected Salesforce Sales Cloud and aMind's implementation services to:

Track and trend lead metrics to identify key business drivers and automate assignment to proper channels for follow-up.

- Automate lead assignment, easy identification of lead ownership and high value prospects.
- Report first follow-up lead time, and age of leads in queue prior to first follow-up.
- Increase productivity in processing leads and identification of areas where resource augmentation may be needed.
- Identify the best lead sources to influence future deal prospecting.

Leverage Salesforce accounts and contacts to support lead and opportunity processes and data quality.

- Reduce manual and offline processes previously in place.
- Optimize data quality through visibility controls and duplicate record management.
- Enhanced security controls at field level with multiple integrated systems.

Improve Salesforce opportunity management through the use of mobile tools, forecasting, and activity tracking.

- Automate opportunity revenue forecasts.
- Measure duration of sales cycle for improved forecasting.
- Utilize mobile apps and email integration tools to increase real-time access and limit swivel-chair.
- Use activities to measure efficacy and effort required to close deals.

Follow a standardized process for managing Cases with increased visibility of the case from initiation to closure.

- Automate case assignment, easy identification of case ownership and high priority issues.
- Trend tracking to identify and address product or distribution issues.
- Visibility on case resolution time, and activities that drive resolution.
- Ability to report on all open cases across the organization.



aMind was extremely supportive and collaborative every step of the way. The company's implementation pros were great at asking questions proactively to anticipate what would be needed. I give this project Five Stars.



– Brittney Hayes, Director of Sales Operations / Manduka



Salesforce Sales Cloud

Modules and features.



Leads
Opportunities
Accounts
Contacts
Cases
Salesforce Inbox
Salesforce for Outlook
Salesforce 1 Mobile Application

Salesforce Sales Cloud Out-of-the-Box



Channels

Sales Users
Sales Agents (3rd party)
API use with eCommerce
(customer inquiry)



Countries

North America
South America
EMEA
APAC



Integration

Microsoft Outlook
NetSuite
CTI-8x8
Website – API



aMind has gone above and beyond. Hopefully we can collaborate in the future with other portfolio customers.



– Miki Sofer, Vice President / Valor Equity Partners

VALOR
EQUITY PARTNERS

Thanks to aMind's implementation experts, Manduka quickly had a complete browser-based and mobile solution for unifying sales teams built on Salesforce Sales Cloud. Today, here is how Manduka uses Salesforce Sales Cloud to rapidly grow their business:

Lead and Case Assignment Rules and queues automatically route potential customers to the correct resources for follow-up.

Forecasting automatically creates schedules by month, and by sales representative using probability levels.

Lead conversion process ensures standard milestones are completed to move only qualified leads forward into the sales opportunity process.

Duplicate Management for Salesforce leads, contacts and accounts optimizes sales and customer data and reduces need for manual intervention.

Einstein uses AI power to score leads and opportunities, provide insight into open deals, track activities, suggest and flag items for follow-up.

Multiple currencies and advanced currency management to capture deals in the correct currency for global customers at current conversion rates.

Call Technology integration automatically captures inbound and outbound calling to track activity volume.

NetSuite Integration ensures customer data is managed by the correct master data system.

Mobile applications ensure sales representatives and their managers have Salesforce data readily available, even while they are on the road.



On almost every project, things get sour. This didn't happen on this project. We delivered on time, on budget, and with great success.



– Isu Sahai, Vice President, Information Technology / Manduka



Sales Results

Manduka selected Salesforce Sales Cloud for unified teams providing sales and support activities, using both browser-based and mobile applications as well as finance system integration. Here's how Manduka uses Sales Cloud across their global sales organization:

Inside Sales Representatives qualify leads and process support issues which have been assigned dynamically based on business channels and countries, and received through multiple channels such as inbound calls, email and web entries.

Account Sales Representatives endeavor to close deals on qualified lead opportunities for both existing and new customers, and work with customers directly to facilitate case closure.

Sales Managers oversee sales and support activity volume, review outcomes and track ratios to ensure sufficient staffing and address reportable trends.

Finance and executive leadership use sales pipeline and forecasting to understand potential sales revenue and enhance forecast methods to drive forecast accuracy.