

Enhancing Customer Engagement with

Salesforce-Powered Portal



Overview:

We partnered with a leading international free zone authority in the Middle East to transform their customer portal using Salesforce. This initiative provided a comprehensive view of customer data, elevated user experience, and drove significant business growth within the jurisdiction.

Pain points:

Fragmented System

The portal required extensive manual intervention, leading to inefficiencies and potential errors.

Lack of a unified customer view

The absence of a consolidated view of customer risk profiles hindered effective decision-making and personalized service offerings.

Limited Cross-Selling & Up-Selling

The existing system did not support targeted marketing efforts to promote additional services to current customers.

Solutions:

Salesforce CRM Integration

Automated processes, reducing manual tasks and providing a comprehensive view of customer data.

Modernized UI

Developed new services using the latest Lightning Web Components (LWC) framework, enhancing the portal's user interface and overall experience.

System Integration

Portal integration with other internal systems to streamline operations and reduce process redundancy.

Risk Profiling Tools

Implemented components offering a unified view of risk parameters at the account level, aiding in proactive customer retention strategies.



Benefits:



15% ↓ in Manual Intervention

Reduced reliance on manual tasks, enhancing operational efficiency.



10% ↓ in Revenue through Cross-Selling and Up-Selling

Boosted revenue by targeting existing customers with personalized offers.



↑ Customer Experience

Revamped portal interface and functionalities resulted in higher user satisfaction and engagement.



↑ Customer Loyalty

Proactive retention strategies, informed by comprehensive risk profiling, strengthened customer relationships and loyalty.