Enhancing Salesforce Sales Cloud
for a Leading Global Aviation Carrier

Overview:

Our customer is renowned as the UAE's national airline and is a global aviation leader, operating over 1,000 flights weekly, connecting travelers and cargo across the Middle East, Africa, Europe, Asia, Australia, and North America. Committed to world-class service and continuous innovation, they wanted to transform their Salesforce Sales Cloud platform to boost operational efficiency and productivity across its Global Sales, Cargo, and Engineering divisions.

Pain points:

A high volume of support tickets

Multiple BUs and email-driven case creation overwhelmed the support resolution team.

Minimal Documentation

Minimal resources were available to guide resolution teams, hindering efficient ticket handling.

Post-Deployment Issues

Deployments via changesets led to code overrides and increased system bugs.

Increasing Technical Debt

Unused managed packages, non-standard code, and a lack of best-practice coding impeded system scalability.

Maintenance & Support

Regular backend assistance was required for data ingestion, account creation, and platform upkeep.

Solutions:

Enhanced Case Management

Implemented optimized Salesforce case processes, improving user satisfaction for airline ticket sales and related services.

Efficient Ticket Resolution

Established a skilled support team to handle high-volume tickets and system downtime incidents.

Regular Data Management

Assisted in systematic data ingestion, account setup, and platform enhancements to maintain operational efficiency.

Centralized Documentation

Created a repository of shared resources, ensuring critical information was readily accessible.

Robust System Maintenance

Adopted incident management best practices to identify and mitigate potential issues early.

Coding Best Practices & CI/CD

Conducted regular code reviews and implemented CI/CD to prevent code overrides.

Benefits:

Accelerated Ticket Resolution
↑ Response Time by 15%

Proactive Incident Management
↓ downtime by 12%

Seamless Customer Onboarding
↓ technical debt by 10%

Enhanced Salesforce Sales Cloud Efficiency
Optimized system capabilities, streamlined daily operations, and costs