

CASE STUDY

**Global Rug and Textile Furnishings
Company Boosts Operational
Efficiency and Customer Satisfaction
by Integrating Salesforce Platform**

softserve

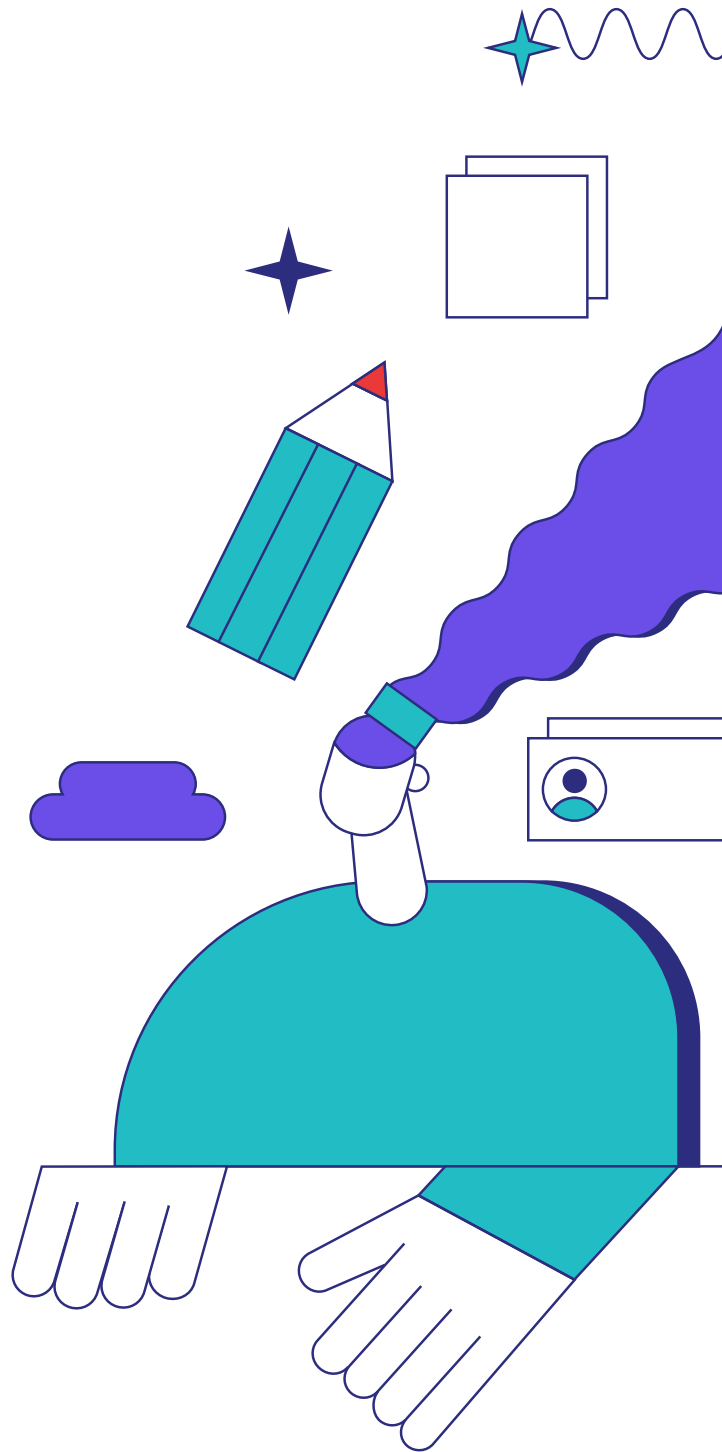
Client Background

Our client is global lifestyle and textile furnishings brand from Atlanta, known for its luxury rugs, poufs, pillows, and throws.

Business Challenge

Our client experienced problems related to operational efficiency and providing consistent, high-quality customer experience:

- Internalizing the field sales team to drive higher productivity
- Challenging customer acquisition across multiple channels
- Improving customer satisfaction
- Integrating sales systems with other systems
- Workflow automation



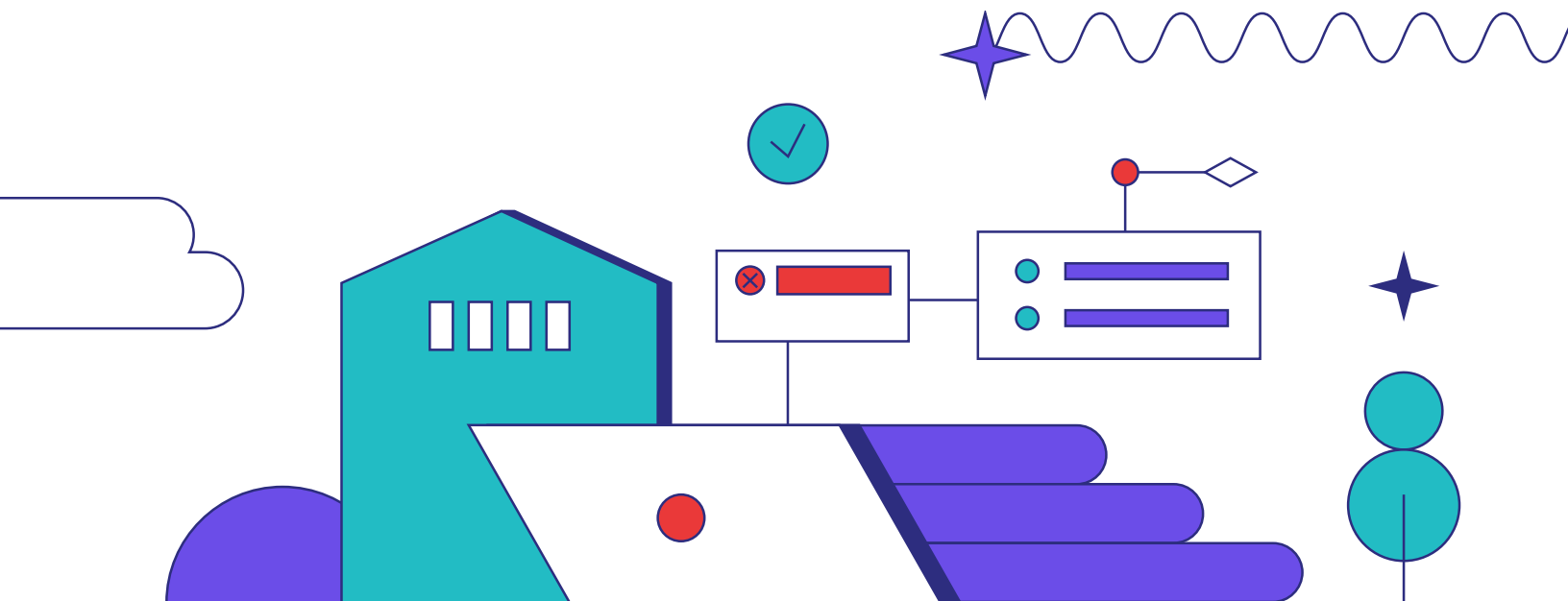
Project Description

To improve our client's operational and sales capabilities, SoftServe integrated the current systems with Salesforce Platforms (Sales Cloud, Service Cloud, Marketing Cloud) to:

- Enhance efficiency and productivity of salespeople
- Provide a deeper look into the customer experience
- Improve the agility, flexibility, adoption, and utilization of business processes
- Provide robust and granular control over security and data visibility

Value Delivered

- Well-structured and automated sales process allowed for a significant reduction in manual work
- Seamlessly connected systems increased alignment on opportunities and allowed our client to close deals faster
- Consolidated customer identity, and allowed our client to deliver hyper-personalized customer experiences across all channels
- Improved data management provided the business with greater data visibility and accuracy, leading to insights into what is really happening in the organization



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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