Successful Digital Transformation with Salesforce

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Digital transformation can be determined as a digital technology used to create or reshape existing business processes, culture, and customer experiences to meet the current and future requirements. This can be accomplished only by understanding today's market requirements and reimagining business in the digital age.

Digital transformation begins and ends with how you think about and engage with customers.

Accordingly, it transforms all the roles from Sales, Marketing, Custome service to Information Technologies.

The way we do business, how we connect to our customers, and how we use tech stacks and tools are changing dramatically as we move from paper to spreadsheets to smart applications. From small-sized businesses to big enterprises, all companies are just getting started to build sustainable solutions by thinking, planning, and building digital assets, which lead them to be more agile, flexible, and ready to grow.

salesforce

Difference Between Digitalization & Digital Transformation

Digitalization is the process of using digitized information to make conventional ways of working more straightforward and more efficient!

It's not something about changing the way you do business, but it's more about keeping better and faster on your data to be instantly accessible.

Let's say the customer service department hasn't changed its basic methodology on the business process but made the process more efficient to access customer records, reach relevant data, or offer a resolution for customers.

On the other hand, digital transformation changed the way we do business by creating entirely new classes of businesses. It's mainly a reconsideration of everything we do, from internal systems to customer interactions online and in person.

So, digital transformation is about understanding the potential of the technology stack to figure out how capable our technology for adapting and maintaining today's market requirements.

A great example of digital transformation is how companies are reshaping their customer service approach. The old methodology was about waiting for customers to find you, whether in person or by calling your numbers. However, as social media has changed service much like it's changed advertising, marketing, and even sales and   customer service, now companies embrace social media as a chance to extend their service offerings by meeting customers on their platforms of choice.

To sum up, digital transformation is all about reconsidering your available technologies to adapt your business to giving your customers a better experience.
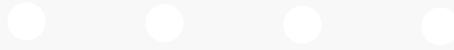
Digital Transformation: How to Get Started
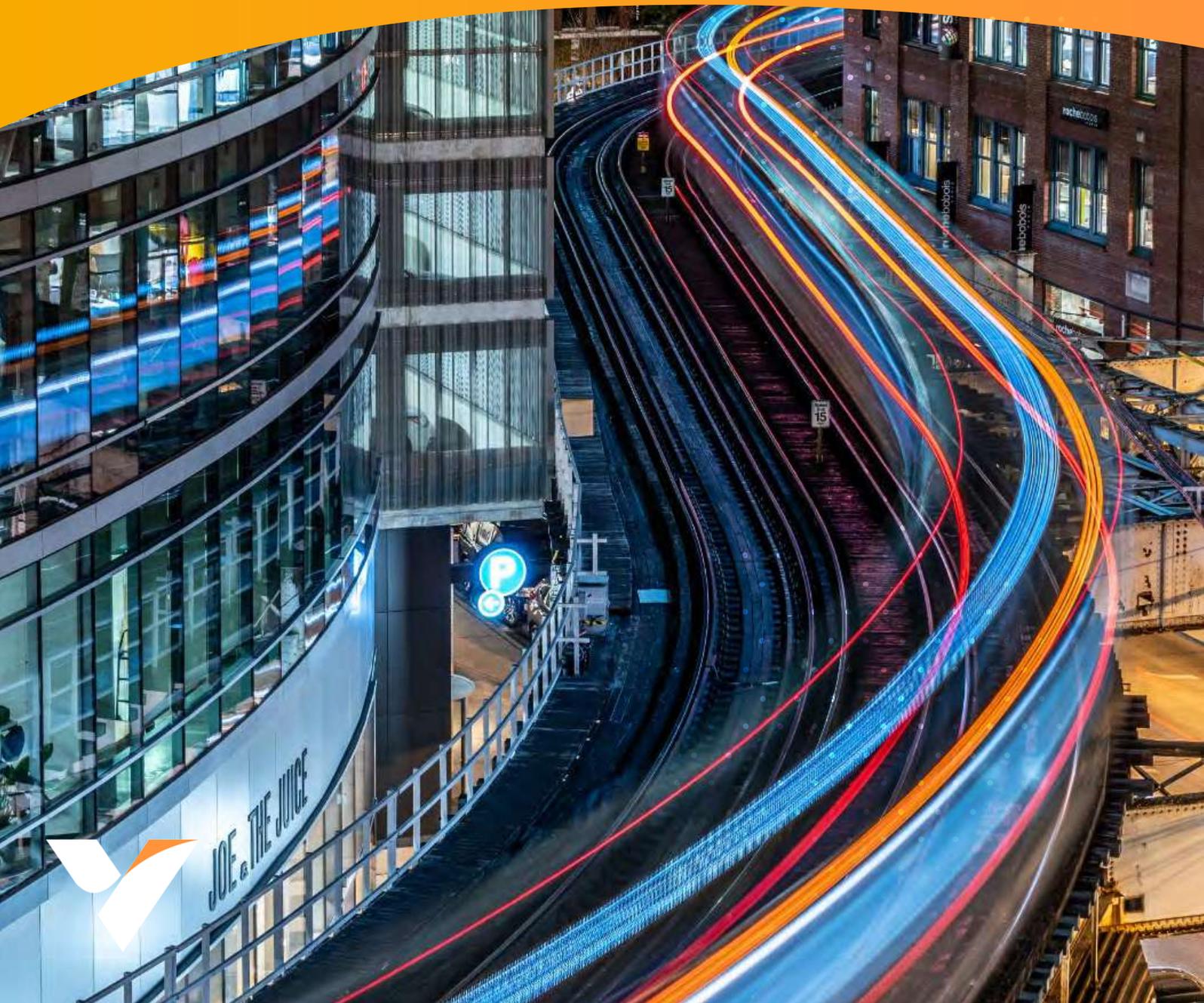
First of all, it might not be the very best and easy process for all of the organizations out there!

It may feel overwhelming but don't forget that most businesses are still in different stages of the process and it doesn't need to happen all at once.

So, the main concern should not be the fast transitions but quality transitions in a strategic, effective, and sustainable way.

Here are the ingredients of a successful digital transformation according to Salesforce. If you want to succeed with digital transformation, it's important to keep these key areas in mind.

✔ **Having digital-savvy leaders.**

✔ **Building capabilities for a future workforce.**

✔ **Empowering employees to work in innovative ways.**

✔ **Giving administrative tools a digital upgrade.**

✔ **Keeping communication open between team members.**

3.1 Determine Your Strategy

The first step you should take into consideration is analyzing the current challenges you are facing as a company. Ask these questions and brainstorm with your team in your organization:

- Are you meeting the goals you set?

- If not, what's going wrong?

- What are the market predictions in your industry?

- Are you ready to adapt to your customer expectations in a constantly changing environment?

No matter what is your business, you should have a brutal understanding of how you position your business to meet your long-term goals fully aligned with your customers.

After answering these questions, you should start thinking about your pinpoint priorities!

As digital transformation will have a considerable impact on your organization in terms of productivity, process efficiency, speed, flexibility, transparency, and data-driven decision making, you should identify your most important objectives and focus on your efforts.

As Simon Sinek said, "START WITH WHY".

Clarify why digital transformation needs to be your core to serve your customers better.

3.2 Define Your Technology Stake

Once you determined your framework, pinpoint priorities, your mission, and your goals, it's time to outline the digital landscape you want. That's how you get a clearer insight into how technology is interconnected and which integrations contribute to your goals.

Bear in mind that in every decision you make on your new technologies, you should put your customers in the center of your efforts and operations.

After that, list your benchmarks to evaluate your new technology.

- Is it a cloud-based solution or not at all?

- Is it robust and real-time available for your customers?

- Is it easy to customize and configure for your customer's business needs?

- Is it capable of facilitating cross-data analytics and reporting?

For sure, don't forget to think about your stakeholders who are going to be the users of your new system. After all, the best fit solution must be easier for them to use, accessible on mobile by providing a proper user experience and smooth collaboration.

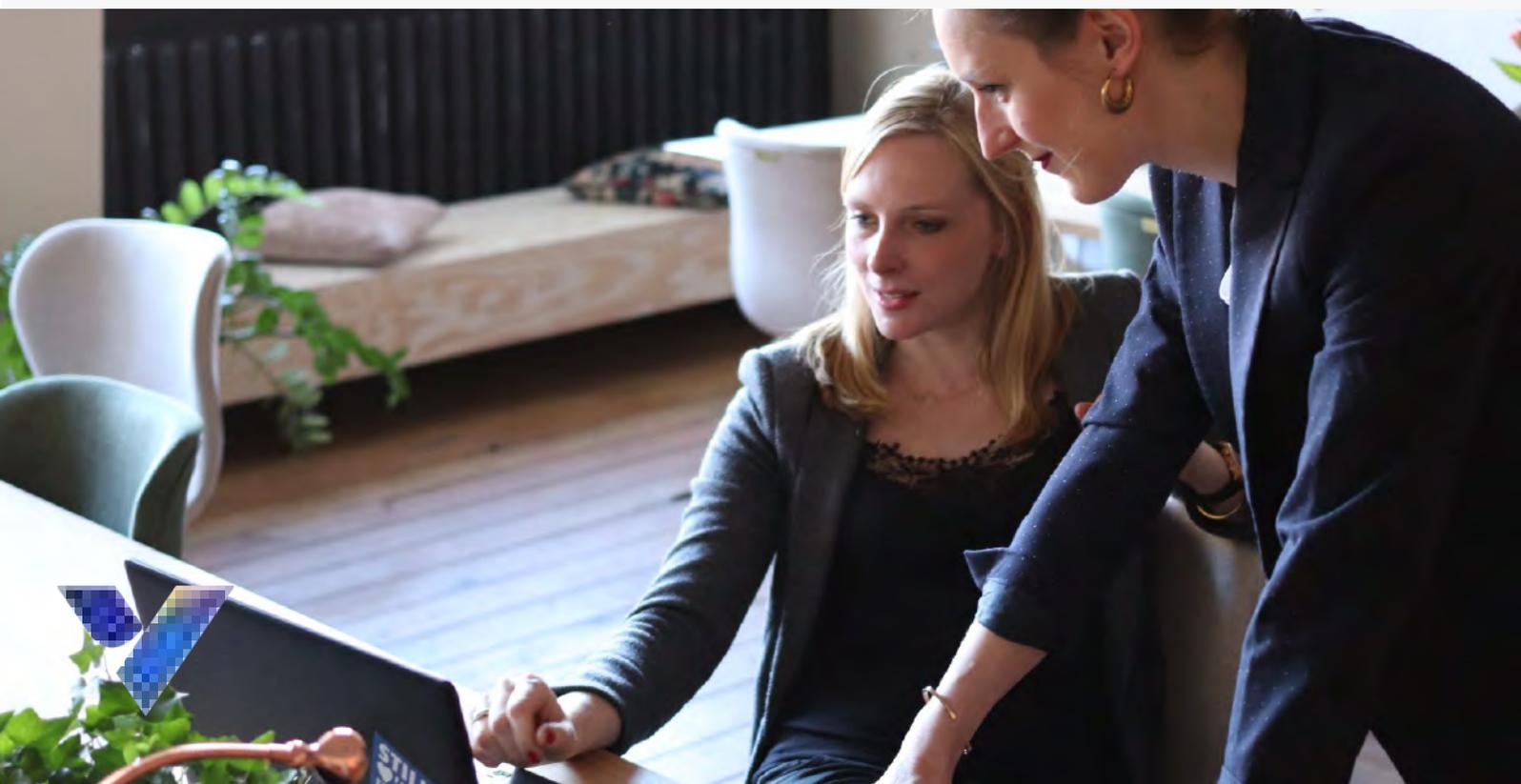# 3.3 Choose Your Implementation & Consulting Partner

As digital transformation is an overwhelming process and has a huge impact on many angles of a business, a lot of companies prefer to work with third parties to optimally take advantage of different talents and specific expertise.

To make sure getting premium advice by certified Salesforce consultants who know the platform and the products inside out and how to adapt them, you need certified partners and consultants.

One of the things you should take into account is that Salesforce consulting partners are professionals in their field.

They probably had hundreds of implementation projects and they're good at taking a picture of your current challenges and solutions.

Also, you should focus on what matters most for your business instead of shifting internal focus to allow for a huge implementation project. Let the specialists take care of it for you.

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3 Reasons to Work with Salesforce Consulting Partner

4.1 You'll Get an Agile Expertise Knowledge

One of the things you should take into account is that Salesforce consulting partners are professionals in their field. They probably had hundreds of implementation projects and they're good at taking a picture of your current challenges and solutions.

Also, instead of hiring someone internally, getting support from a Salesforce partner is a much smaller commitment. In this case, lots of companies alliance with consulting partners to implement & develop such projects independent from the industry they're working on.

One of the reasons behind this is that it will definitely take less time and you'll get specialized expertise and knowledge on the Salesforce environment at the same time.

4.2 You'll Have More Time To Focus On Your Tasks

As Vesium, we emphasize our intent for our customers to stay focused on growth!

The reason for our existence is to help you grow & don't think about the rest. We're aware of the challenges of running a business and our mission is to make our customers fully focused on their internal business processes.

You should focus on what matters most for your business instead of shifting internal focus to allow for a huge implementation project. Let the specialists take care of it for you and that's how you invest in your time and resources.

4.3 Your Business will be Placed in Best Hands

Another area you should be concerning is to get a service from people with proven experience and certificates. Through partnering with an external consultant, your business will be placed in the best hands for the implementation with best practices in mind.

Consider the 3 main points while evaluating your partner for Salesforce:

- See partner's certifications to understand their skilled areas

- Review their customer success stories, referrals and testimonials

- Make sure your RFP is as detailed as possible to frame the project scoop
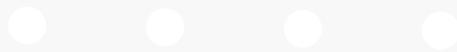
Say hi to Vesium!

Your Consulting Partner for Salesforce

Vesium is the Gold Consulting Partner of Salesforce-based in Amsterdam & Istanbul. As one of the leading IT companies, Vesium has provided tailored solutions for enterprise-level customers like Philip Morris, Coca Cola & Pernod Ricard since 2016. Our team helps organizations implement and customize Salesforce Cloud Solutions, integrate with other third-party applications, communicate through Salesforce, and provide custom solutions within the platform, developing native/mobile apps.

Consulting

Our experienced team helps our customers to reach their goals and get their business to the desired destination.

Salesforce Licensing

We help our customer's choosing the best Salesforce licensing options for their unique business.

App Development

We provide tailor-made & flexible mobile app solutions within the Salesforce environment.

Managed Services

We help our clients stay up to date and boost user engagement with our expert Salesforce admin team for much less cost.

At Vesium, we know that creating client-oriented solutions within the Salesforce ecosystem takes a mixture of technical excellence and clear communication and our firm hires only the very best to ensure you receive both. So, we help companies to get the expertise they need if they are considering Salesforce, need an implementation tune-up, advanced customization, or simply wish to explore additional functionality!

We understand the challenges in the Salesforce environment and we are our client's trustworthy friend & long-term partner for strategy, process consulting, and implementation with a focus on digital transformation.
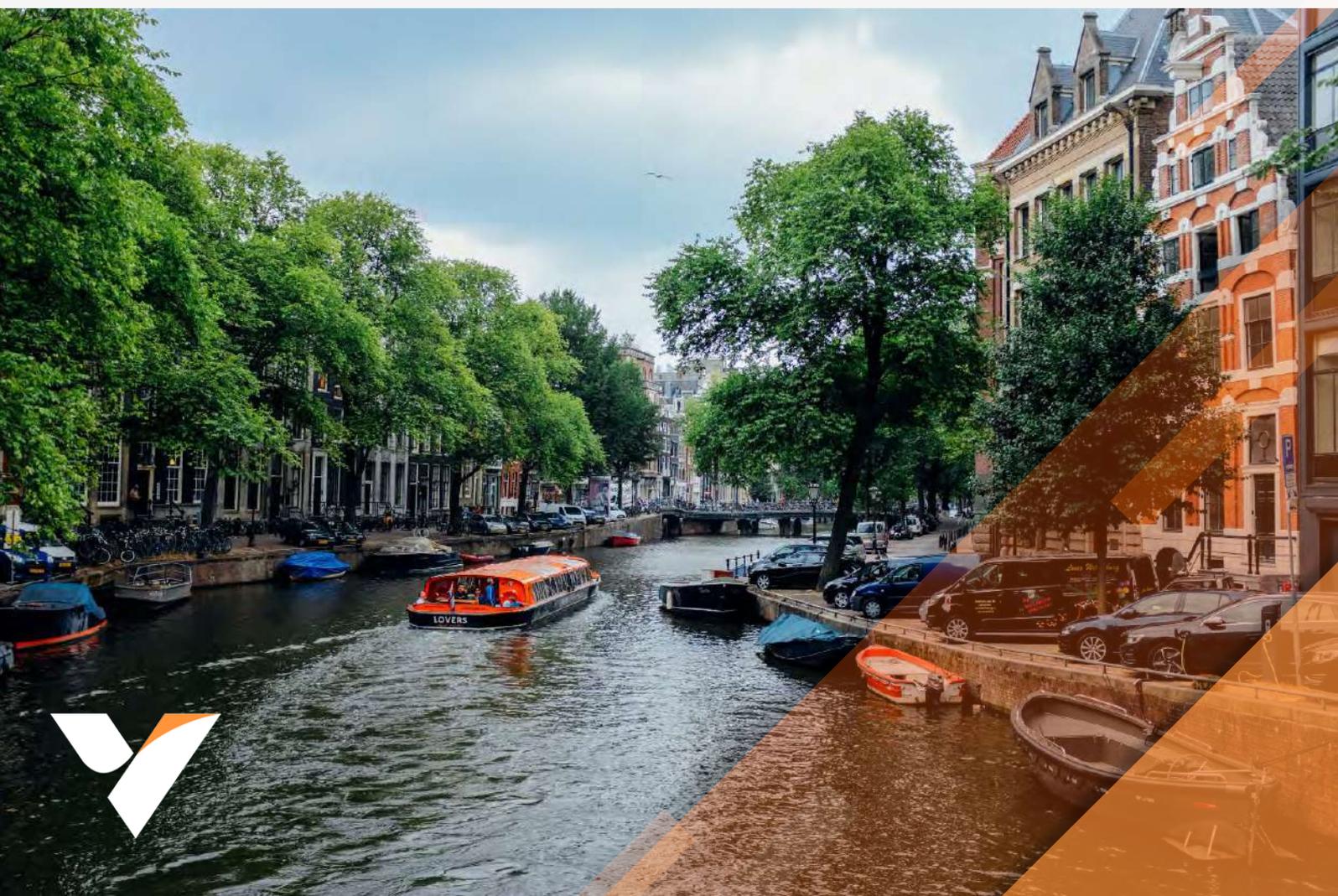
We can help our clients to overcome challenge with our 40+ Salesforce Gurus by;

✓ **Integrating their systems to Salesforce**

✓ **Ensuring a smooth lightning migration**

✓ **Customizing existing solutions**

✓ **Building an implementation strategy**

✓ **Developing custom apps**

✓ **Configuring features**

✓ **Optimizing systems to help them reduce costs**
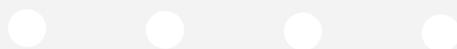
Some Facts About Working with Vesium

Improved Focus

With a Salesforce-certified expert just a quick chat or phone call away, our clients can focus on growing their business. It's essential to have the peace of mind that if anything goes wrong with your Salesforce platform, you have an expert (and this team) on-hand to resolve your issues quickly.

Gained Access to Expertise

The powerful but layered Salesforce platforms require extensive knowledge and training to manage them properly. Our Salesforce-certified administrators allow our customers to take advantage of all that Salesforce has to offer and should provide you with helpful tips and best practices to make sure you optimize your business practices.

Reduced Downtime

Having a dedicated expert just a phone call or chat away will reduce downtime. Although Salesforce has an extensive community filled with useful resources, standard Salesforce support has a 48-hour response time for all support case tickets, and these services are expensive. Having a Salesforce Support solution that can address your concerns and problems right away will reduce downtime and provide you with helpful information. Our experts will efficiently communicate what needs to be done to resolve your issue and how long it will take to complete it.

Cost-effectiveness

Working with Vesium will increase ROI because it's cheaper than hiring a Salesforce expert in-house. The intangible costs associated with hiring, providing benefits, and the possible turnover of an in-house Salesforce expert is not worth the time and money. Also, the role is always in high demand, and the turnover is persistent.

How Our Customers See the Value of Vesium in Salesforce Projects

● We have a dynamic team of 40 people, total Salesforce gurus from developers, testers to architects, speaking very well English.

● We are based in İstanbul & Amsterdam and now in the UK! Our consultants, architects, and developers can work with you in location if needed without any concern or barrier.

● We develop and design a unique solution within Salesforce that our customers can totally rely on.

● We make our partners scale with a structured cloud-based setup.

● We boost productivity with a transparent system and open communication.

● We say goodbye to unconnected spreadsheets and manual workloads.

● We increase consumer retention through continuous testing & measuring.

● We help companies to increase ROI with our consulting services.

● We help organizations to focus on growing their business cause we do the rest through our flexible and scalable solutions.

● We give people peace of mind on resolving issues with our Salesforce gurus by reducing downtime with SLA.

● We never give the promises we can't take. So we deliver successful projects.

● We share the risk, we share the success. Our successful partners and customers are our reflections! That's why everything we do here is for your business.

● We love technology, data, and people and that's how we make people make smarter decisions!
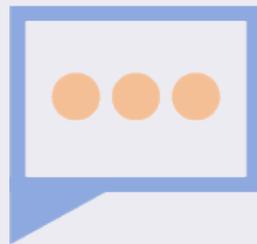
Conclusion

There is an increasingly urgent need for digital transformation for companies to stay in the race!

However, digital transformation is so much more than a sophisticated tech and this makes it vital to start with a closer look at which type of transformation will suit their particular organizational DNA.

In this case, Vesium helps organizations to innovate those ideas and adjust solutions on where those companies w go to drive their digital transition.

If you're ready to harness Digital Transformation for your business, get in touch with us to see how we can bring value to your organization.

www.vesium.com