



**Teaching
Channel**

DRIVING INNOVATION BEYOND THE CAMPUS

Teaching Channel connects educators and the professional learning they deserve with Salesforce

| OVERVIEW

Teaching Channel is dedicated to helping teachers hone their craft through professional development services founded on their proprietary professional development platform. They partner with K-12 school districts and occasionally with higher education institutions. Their web-based platform and community allows teachers to share ideas and access valuable teaching resources including videos and teaching practices.

Having already taken advantage of the Salesforce Platform for sales and partnership management, business growth left the existing implementation unable to keep up, leading to time-consuming processes and inaccurate data. With process automation and business growth in mind, Teaching Channel needed an experienced technology partner that could provide Salesforce strategy and application support.

| CHALLENGE

The system had various managed packages and sales processes that were not functioning properly. Personnel were still using spreadsheets to track important information relating to the partnerships and they had a constant challenge of getting valuable insights on the usage of their platform by their partners. Additionally, compliance with data standards and various conflicting processes created a data quality issue. To address these issues, needed a health audit performed including fixing their lead generation processes and partnership management.

| KEY TECHNOLOGIES USED

- Salesforce Lightning
- Sales Cloud



"Being able to spend a day in person in our LA office was a big help to be able to talk through refinements to aid our sales and support teams, thanks Mastek!"

Scott Brogi
COO

| SOLUTION

Teaching Channel partnered with Mastek to fix known issues in lead generation, routing, and lead assignment processes. Mastek standardized and automated the processes in the Salesforce opportunities object to free-up administrative time and planning for their subscription renewals. Using best practices and leveraging core Salesforce components to maximize their investment, Mastek also assisted with migrating all their existing Salesforce users from the Classic user interface to the new and improved Lightning interface.

| KEY OUTCOMES

- Automated manual sales processes
- Reduced administrative tasks
- Enhanced reporting capabilities
- Improved integration with digital web platform



| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.

