



LEADING SEMICONDUCTOR COMPANY SUPERCHARGES LEAD AND CASE MANAGEMENT PROCESS, INCREASES REVENUE AND PRODUCTIVITY

I BACKGROUND

This Fortune 500 company is a leading supplier of semiconductor-based solutions. Headquartered in the American Southwest, the company produces a comprehensive range of intelligent power and sensing technologies. Each is designed to help engineers solve unique design challenges in the automotive, communications, computing, consumer, industrial, medical, aerospace, and defense application markets. With 22 manufacturing sites and 33,000 employees worldwide, they are dedicated to solving the most challenging customer problems.

I CHALLENGE

In 2019, an area for innovation was identified within the Sales & Marketing team. Both sides were doing great work building relationships and generating leads; however, synergy across the two units was problematic at times due to a reliance on manual processes. The company desired a disciplined, repeatable process to prequalify and follow-up on leads. The company's lead management tools, which included the use of email and spreadsheets, lacked automation, scalability, and traceability.

I SOLUTION/RESULTS

They launched a pilot program with a two-phased approach: one, creating an Inside Sales team which would qualify leads and liaise between marketing and field sales, and two, selecting a software platform that would strengthen the marketing and sales ecosystem.

"We decided that Salesforce was best suited to help our Inside Sales team. We needed to find a vendor that could help us implement the new solution, as we didn't have the skillset in-house to configure and develop the platform to our specifications," said their Senior Director of Sales.

After a thorough search, the company partnered with Mastek's Salesforce Business Unit, a leading Salesforce implementation and automation provider headquartered in Chandler, Arizona. "Mastek has a great reputation and came highly recommended," added the Senior Director. "When we met with them, we were instantly impressed with their attitude and skill set. They understood the value of collaboration and partnership, and the importance of working together to find the best solutions for our organization."

I LEAD MANAGEMENT—BRIDGING THE GAP BETWEEN MARKETING AND SALES

Identifying lead generation efforts that maximize revenue is essential for any company. So is having a process that connects conversion and revenue data to calculate each campaign's exact return on investment. Without a closed-loop system, marketing lacks visibility on the value of its campaigns if leads are not properly qualified or nurtured. All of this results in potential missed revenue.

The larger vision was to deploy a CRM for the entire corporation; however, the team decided to start small. By creating an Inside Sales team in conjunction with an automated lead management process, they could effectively bridge the gap between marketing and sales.

“We knew we could increase revenue if we had a robust process in place,” said the Senior Director. “Our approach to implementing Salesforce was to do as little customization as possible. We wanted something out of the box, even if we had to adapt certain internal processes.”

The previous lead management process was manual and time-consuming. An email notification was sent from Marketing to Sales. Leads were tracked in a spreadsheet, but there was no way to determine the status of a lead. With Salesforce, Marketing can now capture and score leads based on an algorithm. Once the lead has reached an agreed upon threshold, it is automatically displayed in a sales queue.

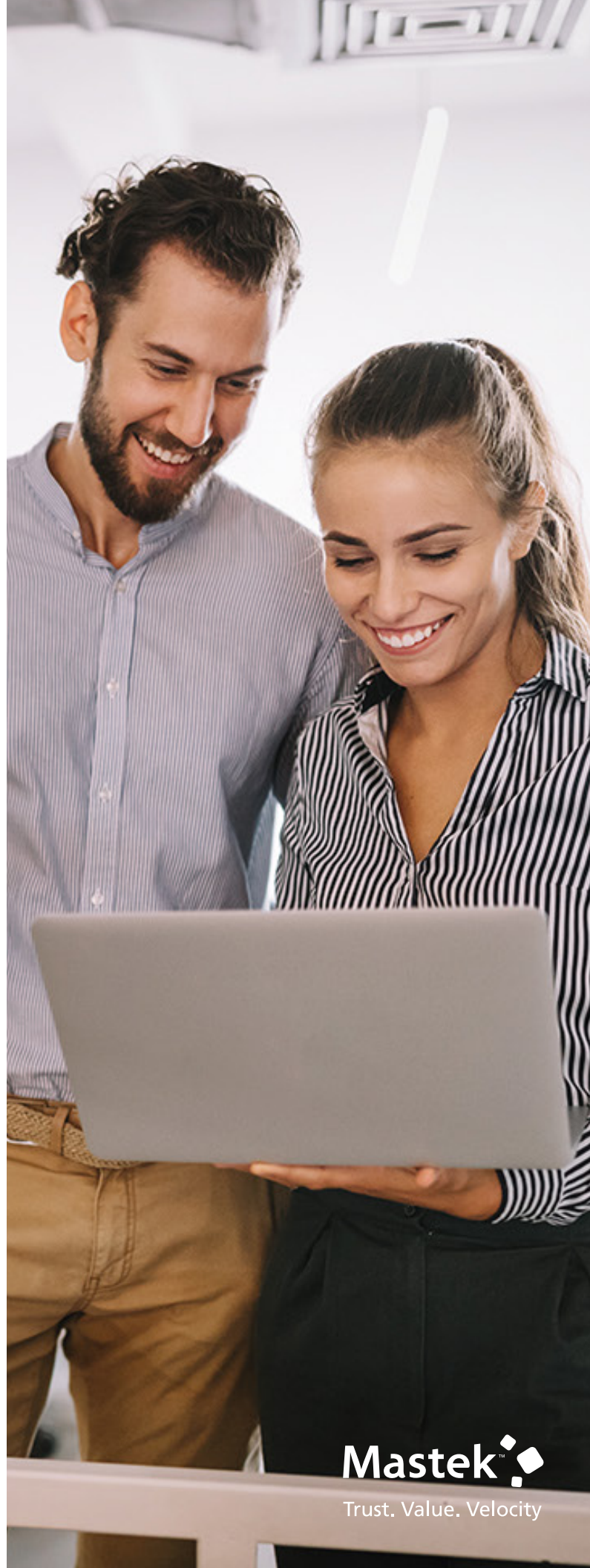
“The first-level qualification is now seamless. With Salesforce, all lead activity is captured, transparent, and automatically sent downstream. Inside Sales has the insights to begin the appropriate qualification with that lead, and it's a huge step forward,” she explained. “We were also able to create cadences, which helped guide our new inside sales team through the lead qualification training process.”

The new system makes it possible to effectively measure the marketing impact of campaigns and opens up many opportunities, such as better decision making, proof of marketing impact on business growth, and performance data to understand which channels and campaigns drive the most revenue.

“With the help of Mastek, we have met and exceeded the initial revenue goals set forth by the team. Mastek leaned in all the way to help us launch our inside sales team and achieve our business objectives. We now have a solid foundation that we didn't have before,” she explained.

I IMPROVING CUSTOMER INTERACTIONS WITH CASE MANAGEMENT

With the success of the lead management implementation project, it was time to move to the next phase. A second pilot program was initiated to expand the use of Salesforce to the Customer Service organization.





Previously, when customers, whether internal or external, submitted requests to the company, they would utilize a topic-specific email address. The emails would be directed to a single inbox monitored by multiple individuals, who would in turn flag emails by color to track status or next steps. All incoming and outgoing communications were conducted in the same mailbox, which made the process difficult and confusing.

“As you can imagine, it was a nightmare, but one they had been living with for a while,” said one Business Services Manager closely tied to the project. “Salesforce Case Management streamlined the entire process by automatically creating a case for each incoming email. The case is then assigned a ‘type’ and sent into a queue that everyone can monitor.”

The Customer Service team can track and categorize customer interactions, add filters for identifying high-priority cases, add notes to cases for easy communication within teams, and assign to other teams or experts where necessary. Reports can also be generated that show the timeline and status of each case.

“Customer Service used to have to scroll through hundreds of emails to find the one associated with a particular request they were working on,” he added. “With Case Management, it’s much more efficient for agents to claim, monitor, communicate, document, and close cases. We can see exactly where a client is in their journey and guide them through next steps. The system helps us manage large caseloads while maintaining personalized care, ensuring no one slips through the cracks.”

I BUILDING A BUSINESS CASE FOR MODERN TECHNOLOGY

After completing the second phase, the company is currently in the process of building a business case to deploy Salesforce CRM enterprise-wide. By starting with a few pilot programs, they were able to increase revenue and productivity and establish a solid case for moving forward with more modern technology.

“Recently, our company underwent a significant transformation. Everyone acknowledges that the new capabilities are critical to support the growth that we want to achieve in the next few years,” explained a Senior Director.

“By working with Mastek’s Salesforce Business Unit, we were able to leverage their vast industry experience. They had a much wider view and perspective of the possibilities and helped us leverage Salesforce to our advantage,” concluded a Business Services Manager.

I CHALLENGES

- Lack of visibility on marketing campaigns and lead status
- Inability to determine ROI on marketing campaigns
- Missing revenue with leads not being appropriately nurtured or qualified
- Inefficient and time-consuming claim management process

| VALUE CREATED

- Development of a lead qualification process for cross-functional sales and marketing team
- Met and exceeded the initial revenue goals
- Increased productivity and efficiency in case management processes
- Closed-loop marketing utilizes data and insights to improve ROI

| SOLUTIONS

- Salesforce CRM
- Lead management
- Case management

| 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 Americas, UK, 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

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