

BUCHANAN GROUP

Buchanan Group are pioneers of third-party advertising, with platforms, including Brand Power and Medifacts driving phenomenal sales growth for the world's largest tier-one marketers. Expert testimony and peer to peer endorsement can say more about a brand than a brand could ever say about itself.

ISSUES PRIOR TO DWR ENGAGEMENT

Buchanan Group had implemented Salesforce, but the uptake from the team was poor and usage was highly variable from country to country.

The business needed a platform that works for the different teams and is embraced by the whole company.

Tim Hansen, Chief Operating Officer, said:

Having Salesforce implemented and having Salesforce working are two completely different things. DWR and Michael were fantastic in working collaboratively, listening to our challenges and devising solutions that work for us, were implemented quickly and efficiently.

We now have a Salesforce that works for every user, from the most junior salesperson to our CEO and everyone in between. Feedback from the team on the work has been fantastic, and compliance rates have improved significantly since we deployed the changes. The only regret is I wished we did this earlier!

THE SOLUTION

- DWR was engaged to review system configuration and build a plan to improve engagement and adoption and upgrade functionality to meet the current and future needs of Buchanan.
- After reviewing business processes, DWR identified improvements in design that ensured system processes were aligned to business processes, improving ease of use and compliance to data quality requirements.
- DWR provided subject matter expertise to Buchanan advising on the potential to be gained from Salesforce and optimising return on investment.

THE RESULT

- Management has a single view of the business through personalised dashboards.
- The Home Page has become the activity centre for Account Executives creating efficiencies in processing opportunities and improved data quality.
- Compliance was improved through improved design, process alignment and reporting.

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