

Improving engagement and adoption of Salesforce through better configuration

buchanan

+

dwr

Pioneers of third-party advertising for world-class brands

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.

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.

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

- Tim Hansen, Chief Operating Officer

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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.

As Tim Hansen, Chief Operating Officer explains, “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!”

Why did Buchanan engage DWR cloud technology experts?



The outcomes Buchanan achieved through the engagement with DWR



Reviewed system configuration to improve engagement



System processes closely aligned with business processes



Improved ease-of-use and compliance to data quality requirements



Improved visibility across the business with powerful, personalised dashboards



Upgraded functionality to meet current and future needs



Compliance improved through better design, process alignment and reporting



We now have an ERP system 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!

- Tim Hansen, Chief Operating Officer



The difference with Salesforce + DWR



The DWR Salesforce Consulting Team begins all implementations by first understanding your business.

We have been implementing and supporting Salesforce solutions since 2009 and bring a depth of experience and knowledge gained through many years of successful delivery.

We will engage with you and your executives reviewing your current processes and understand your pain points.

Through this consultative process we find many of our customers challenges gaining further insight into your specific business requirements.

Ready for the next step to leap ahead? Talk to a cloud technology expert at DWR on **1800 197 403** or info@dwr.com.au.

See more success stories at dwr.com.au/success.