



**•CONSLEAGUE**

We help you thrive.

[consleague.com](https://consleague.com)

## Introducing **Consleague**

We help organisations grow, using Salesforce to deliver dynamic change across Sales, Marketing & Customer Experience. As a dedicated Salesforce partner offering consultancy, configuration, design and development, we empower you to make the right decisions.

At Consleague, we take the time to listen and provide assistance in arriving at a strategy that works best for you.

We offer services that spearhead your day-to-day work challenges into manageable techniques, processes and strategies that contribute to seamless integration and implementation.

# Our High-Tech Consultancy

High-tech is characterised by constant change and innovation. So, to stay ahead of the curve, businesses need to put their customers at the heart of everything they do. Be it creating a considerable sales pipeline through a lead management system or streamlining customer service requests to appropriate reps for faster ticket resolution, Salesforce is at the heart of innovation.

With its intuitive architecture powered by Einstein AI, Salesforce helps Technology and Software companies push the boundaries and stay at the forefront of technology.

The impact of Salesforce for the high-tech industry includes better process visibility and sales pipeline, enhanced customer satisfaction through 360-degree customer view, increased ROI on sales investments.

Nowadays priorities for high-tech companies are strategic partnerships enabled by Community Cloud, acquire more customers enabled by Sales Cloud, provide prompt and pleasant service enabled by Service Cloud and innovation with products enabled by Chatter.

With shorter product life cycles, companies operating in the High-tech sector are expected to deliver a better degree of customer support to sustain a competitive advantage. Mediocre processes and poorly integrated systems spell doom for companies, especially in today's era of rapidly changing customer demands & technologies.

The most common challenges that the high-tech companies of today facing are:

- **Creating appropriate roadmaps for application architecture**
- **Deciphering relevant data from the vast amount of information available To accurately conceptualise solutions, identifying process entities and the relationships between those entities**
- **Recommending best practices to customers**
- **Devising and implementing recovery plans**
- **Meeting B2B demands**

To counter these issues, industry-leading high-tech companies are implementing Salesforce to transform their business and streamline sales processes. As a leading Salesforce partner with over 10 years of experience, **Consleague** can help leverage the solutions offered by the world's number 1 CRM provider.

# Benefits of Salesforce to the High-Tech Sector

Some features of Salesforce that can help give companies the competitive edge in the market are:

- **Ease of use**
- **Lightning-fast implementation**
- **Point-to-point customisation**
- **Easy data management and organisation**
- **Provision to develop and customise apps**
- **Automation of tasks**
- **AppExchange app development**

Businesses in the high-tech sector that have implemented Salesforce have seen excellent improvements in terms of their sales. There are numerous ways in which Salesforce benefits the High-tech industry, including:

Implementing Salesforce Service Cloud will improve customer engagement, with seamless access to web services, chat, and email from any device and a 360-degree customer view.

Using Salesforce Analytics, business users can explore data to discover new insights.

Get on top of marketing strategy with an integration with the Marketing Cloud. The platform provides a 360-degree view of the customer, helping compile customer data and design highly personalised marketing campaigns.

Digital Transformation is all about adapting current process/ business models to prepare for the future, through technology-enabled change. Salesforce services enable businesses to automate processes and business models. With the help of Salesforce, companies can automate forecasting, lead assignment, contract generation, quoting and invoicing.

Salesforce's Community Cloud offers community portal options for customers and partners. Customer communities also help set up custom web portals for better integration.

Salesforce Chatter allows users to post interesting blogs, videos and websites to keep others up to date on the latest trends.

With all these tools in its arsenal, Salesforce provides enough power to streamline the sales pipeline and achieve the highest level of customer satisfaction.

Consleague has long been the trusted Salesforce consulting partner for numerous organisations in the High-Tech sector. With a decade of Salesforce platform expertise, our certified consultants can guide you at every step of the way to assist you in streamlining your critical business processes.

## The UK Engagement Team

From our inception over 10 years ago, **Consleague** has built a reputation for creating and implementing the delivery of reliable, integrated Salesforce solutions to many delighted customers by leveraging technology to improve operational efficiency.

This success has required us to develop and maintain a number of core strategic business functions and as of 2019, we have grown to over 45 talented full-time staff in the UK and offshore, providing our clients with the solutions and support they need in a cost-effective and timely manner.

# Our Approach

We place our clients' needs at the forefront of all we do. It has always been **Consleague's** belief that focusing on a small number of clients rather than juggle high volume activity would enable us to build meaningful, lasting and results oriented relationships with our clients. We're thrilled that this approach continues to produce undeniably beneficial results.

Our team are experienced in every aspect of business, having built and consulted successful businesses and assisted FTSE listed organisations in achieving efficient, productive and profitable growth.

We have built, refined and perfected an engagement model that realises the true benefit of a specialised and scalable offshore team alongside a dedicated and experienced onshore team.

## How do we do this?

### Discovery

We facilitate workshops that allow us to find out as much as possible about you, your business and your concerns. In these sessions, we hone in on information regarding your current business processes and wider business strategy. We then align that understanding to technology. These sessions form the foundation of which solution we tailor for your business.

### Playback and Propose

Following the initial consultation, this is our opportunity to demonstrate that we have understood your business and concerns fully. In these sessions we playback our understanding alongside a structured set of recommendations and where appropriate, a proof of concept that brings to life our shared vision for your business.

### Scope and Planning

During this phase, we conduct requirements gathering workshops where granular details are agreed upon. These are translated into scoping documents. Alongside this activity, we produce full delivery plans that timetable the project.

### Delivery

As we move into delivery, our agile expertise comes into play utilising SCRUM or KANBAN. We believe that delivery is best achieved in chunks resulting in useable units of work being delivered in iterative sprints. This approach provides flexibility alongside robust and transparent delivery.

### UAT and Handover

At this stage, our team performs detailed quality assurance before hand over to you commences. Once the handover is completed, we work with you to ensure that UAT can be completed as seamlessly and effectively as possible. We also handle go-live and provide ongoing support to ensure uninterrupted production usage. We are committed to delivering excellence in every engagement. Based on our understanding of your challenges and desired outcomes, we are confident we can provide the relevant expertise to assist you in delivering a technology and enhancements solution that will enable you to accelerate your business forward.



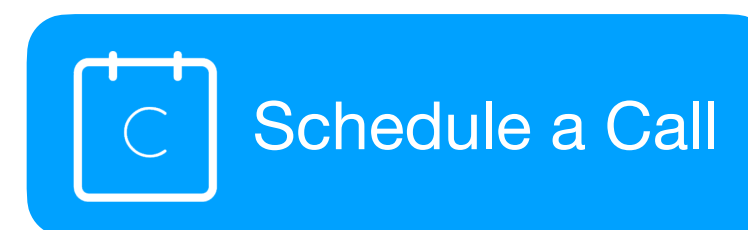
For us, our engagement with you is the beginning of a journey.

We pride ourselves on not jumping straight to a solution without truly immersing ourselves in every facet of your business and ensuring that we position ourselves as the partner that will assist you in achieving your strategy and the results you want.

This approach delivers a level of excellence that sets us aside from our competitors and continually delights our customers. Why not talk to us to find out why?

## Ready to start?

[Schedule a call now with one of our Solution Experts to discuss your ideas in more detail.](#)



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