



## Case Study

# Improving Sales Efficiency Through Integrated Data Management

We enabled one of the top five US telco providers to **optimize their lead management process** through seamless integration across **Salesforce and Snowflake**.

Our solution provided a **unified, compliant, and efficient data management system**, enhancing the client's business operations in a highly competitive market.

# Enhancing Telecom Lead Management Process With Salesforce and Snowflake

Our client is one of the top five telco providers in the USA that operates in a very competitive environment where the leading industry players have flat financial results for several years.

To stand the tough competition the client had an intention to improve their business operations by optimizing business-as-usual activities for the sales teams **to streamline sales cycle processes**. The client sought to scale its Salesforce technical team while **ensuring seamless integration into its business units and enterprise architecture**.

Critical success elements included technical expertise to assess and optimize Salesforce implementation with a focus on **reusability and extensibility, agile scalability** based on evolving business needs.

## Value created

- Architect-level guidance to **minimize technical debt and optimize system architecture for long-term sustainability**.
- **Robust enterprise-level data integration across Snowflake and Salesforce, ensuring secure, compliant, and seamless data flow** into Salesforce Data Cloud.
- **Filled a critical gap in the customer contactability data** by integrating customer preference data from an external system through Snowflake into Sales and Marketing Clouds using Data Cloud.
- Embedded into the existing agile framework, refining user stories and facilitating sprint planning focusing on delivery consistency.

## Impact

- **Ensured seamless enterprise integration**, providing a unified, compliant, and efficient data management for our client, what enabled them to **optimize lead management process**.
- Delivered cost-effective solution with **strong code coverage, adherence to best practices, and minimal technical overhead**, ensuring long-term scalability and a light technical footprint.
- **Achieved strong measurable KPIs** across say-do ratio, sprint burndown metrics, and user story refinement quality.