⇔ CUSTOMER SUCCESS STORY **⇔**

Implemented a Salesforce Solution that improved global collaboration and data quality.



The Customer is a US based educational services company and offers career-focussed degree and diploma programs.

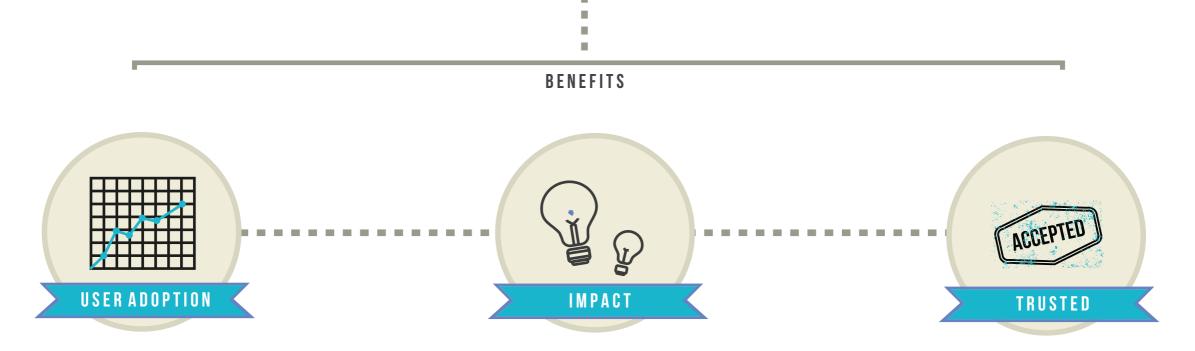
Disparate legacy and Outdated systems (Call Center, Student Services, Financial Services, Career Services) with no integration.

Employee spent greater time in entering and finding prospect and student information.

Very high average handle time (AHT). Low lead conversion rate. Implemented a Sales Cloud solution that touched Sales, Service and Marketing areas. Consolidated admission processing and tracking dashboard.

Near real time integration between SIS and Salesforce using Dell Boomi.

Data Migration of around 10 million leads and contacts records.



Improvement in overall Employee productivity.

Consolidation of reports and dashboards increased Lead Conversion Success Rate.

Integration of the systems using Boomi increased Student retention.



All the data resided in Salesforce that increased data consistency and improved decision making.



"Celebal helped us big time in achieving our project objectives."

Customer Project Manager

