

# CASE STUDY

Salesforce Complex Solution for  
Drone SaaS Company



# Company Background



## Industry

High-Tech, Business  
Productivity, Media, and  
Information Services



## Growth Velocity

30% to 45%  
year over year  
revenue



Our client is a high-tech developer of drone software designed to make geospatial intelligence available to everyone.

## At A Glance

Its software leverages automation and artificial intelligence to offer accelerated graphics processing and enhanced accuracy tools. Through a user-friendly interface it allows organizations to create detailed 2D or 3D digital maps.

# Business Challenge

- Manual and outdated processes
- Data was spread out and not connected
- The sales team was focused on admin work than keeping up with leads and outreach

The company's proprietary platform had a wealth of data being generated on users but it was not connected to the rest of their customer story.



**"The Coalescence support team was super responsive to any questions I had or issues that arose. They really got me up to speed in Salesforce."**

Business Analyst | Drone SaaS Company



# The Solution

Coalescence's began its work by examining the company's environment to understand the business process and find the company's pain points. Ultimately, Coalescence created a 3 stage implementation process to expand the company's Salesforce org. to improve their business processes. To interconnect their SaaS Platform with Salesforce for user insights.

## Business Areas

### Sales

- Migrating data from the legacy system and training the sales team

### Service

- Automated the case management system and the methods

### Marketing

- Enabled to create customer based journeys that fed to the sales team
- Allowed the ability to reach out to new and existing customers
- Utilized Journey Builder to create customer campaigns
- Synced Google Analytics tools to generate leads

## Outcome

These implementations allowed the company to take full advantage of the Salesforce platform and have a complete 360° view of their customer/user base. Which allowed them to create tailored campaigns for their customers.



**"The Coalescence team was really great! There was a huge learning curve and the team was very personable and willing to get the job done."**

-Manager | Drone SaaS Company

# Results and Benefits



## Single Source of Truth

With all necessary data migrated into one system, the drone company now has a complete view of its customers.



## Easy Tracking of Sales Activities

Managers can track the activity of sales reps, pull investor reports, and properly forecast for future quarters.



## Improved Customer Support Capabilities

The customer success team can easily attach cases to knowledge base articles to support customers with similar issues.



## Increased Productivity

There was an overall increase in productivity within all teams due to the new level of transparency.

# About Coalescence

We connect business processes through tailored solutions on the Salesforce platform.

Our consultants are Salesforce Certified Experts. We take a business-focused approach coupled with extensive technical expertise to solve our clients biggest challenges. We are thought leaders in emerging technology and deliver cutting edge solutions.

To connect every business process on the Salesforce Platform, we have strategic technology partnerships that support every aspect of your business.

Our client-centric approach ensures trust, support, and transparency.

Visit our [AppExchange](#), and [LinkedIn](#)

