



Struggling with Customer 360?

In one of the great ironies of the information age, the more software solutions exist to address business innovation, the more difficult it becomes to make it all work together and to create an accurate, useful system and view of the customer that enables us to serve our customers better. Customer expectations continue accelerating and the delivery gap continues to widen. Accurate diagnosis of why this happens is half the solution, and we pride ourselves in having developed approaches that produce results that consistently and reliably produces customer value in their investment in Salesforce.

What are Customer 360 related concerns?

- Your business struggles to truly get value from all parts of your IT investment?
- Your customers have expectations of IT and workflows in your service delivery that you struggle to achieve.
- You're being outpaced in innovation by smaller, more nimble competition?
- You struggle with a complete view of the customer across all business functions

Why does this occur?

- Disparate systems that aren't intelligently and flexibly connected
- Workflows don't span all systems seamlessly
- Coordination paralysis and the Delivery Gap makes your responses slower than they need to be
- Lack of clear Mapping across systems and scenarios
- Lack of technology to tie it all together
- Piecemeal and uncoordinated fixes to business problems
- Struggling with legacy system digitalisation





How do we solve it?

- ServiceScope and Cross system Workflow Blueprinting
- Existing Business Solution Stack evaluation
- Fit for purpose software stack that is well coordinated, and based on an idealised design
- Salesforce's Vast Platform allows us to tie all of these together rapidly and seamlessly
- Sweat existing assets: Connect systems in a way that generates more business value from every system in the chain

How do I go about getting a Salesforce project started?

When EXAH starts a new project or evaluation of Salesforce for a client, they look at three primary uncertainties that we attempt to address in as much detail as early as possible:

Value Uncertainty: How will we generate value from the investment in Salesforce?

Process Uncertainty: How does it all work? What are the phases of a project and what can I expect?

Readiness Uncertainty: How ready is my company, both operationally and financially for the investment, and how can we tie it all together.

