



Take advantage of our transformation Salesforce methodology to harness the power of data & AI and elevate your customers' experience (CX)

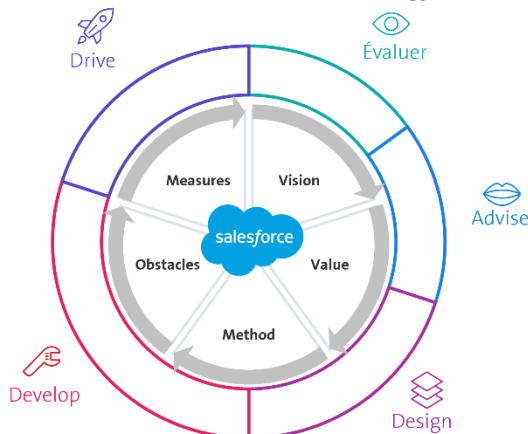
With our Swisscom Salesforce transformation methodology, we embark on a journey to revolutionise your customers' experience. Starting with an assessment of your current environment, we strive to understand the challenges and opportunities unique to your business. Our consulting phase helps unlock innovative technologies, strengthen your competitiveness and drive sustained growth.

We help you design your modern customer journey with a focus on building scalable, end-to-end solutions with a personalised user experience. Once the solutions are integrated and deployed, the driving phase allows you to go to market, promote adoption and support the operations. **At its heart, our methodology is designed to deliver not just solutions, but a high-level customer experience to meet your requirements.**

Benefits of Salesforce CX methodology

Customer-centric methodology	Our methodology integrates a structured plan that outlines the entire customer-centric transformation process, ensuring alignment with your customers' organisational objectives and success initiatives from the outset.	✓
Strategic assessment	Through meticulous assessment, we evaluate existing processes and identify opportunities for innovation and improvement, enabling you to make informed decisions about Salesforce solutions.	✓
Expert advice	Our industry experts provide strategic guidance throughout the transformation process, offering insights and recommendations to optimise Salesforce implementation and maximise return on investment.	✓
Solution design and customised development	Based on the information gathered during the assessment, we design and develop customised solutions that align with your objectives, improve your operational efficiency and deliver a consistent customer experience across all touchpoints.	✓
Proactive transformation management	With a proactive approach to transformation management, we ensure seamless implementation and adoption of Salesforce solutions, enabling you to achieve tangible results, drive innovation and stay ahead of the competition.	✓

Our Salesforce CX methodology is the key to customer success





CX methodology at a glance

We assess your organisation's current CX capabilities and readiness, define strategic objectives and draw up a roadmap.

Assess & advise

- Analyse current CX infrastructure, capabilities and skills
 - Align objectives with your needs and goals
 - Engage stakeholders to gather insights and priorities
 - Develop a comprehensive CX roadmap with key milestones
 - Prioritise initiatives based on impact and feasibility
 - Allocate resources and establish clear accountability
 - Budget and running costs calculation
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Leveraging customer journey insights for strategic alignment, we balance customer needs against organisational goals.

Design & develop

- Design the customer journey and process mapping
 - Identify the Salesforce technologies stack and align with CX objectives
 - Create a detailed implementation plan with deadlines
 - Train teams for smooth adoption of Salesforce solutions
 - Establish effective communication channels
 - Closely monitor CX progress and address issues promptly
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We define CX performance indicators for Salesforce initiatives, aligning metrics with customer journey milestones.

Drive

- Define CX key performance indicators (KPIs) reflecting customer journey metrics
 - Gather feedback from customers about their journey experience
 - Analyse CX data to identify trends and areas for improvement
 - Conduct regular reviews against CX strategic objectives
 - Collaborate to prioritise actions and implement changes
 - Document CX insights and share best practices across teams
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For more information and to get in touch with our experts, visit: <https://swisscom.ch/salesforce>