

Redefining customer experience with Salesforce

Empowering businesses with smart sales, service and marketing. Elevating customer experiences.

Transforming customer interaction for business growth

Businesses across industries are navigating a dynamic landscape marked by shifting customer expectations, intense competition and evolving regulatory frameworks. Organisations face the dual challenge of delivering superior customer experiences while optimising operational efficiency.

Grant Thornton Bharat recognises that customer engagement has emerged as the cornerstone of sustainable growth and market leadership. It involves reimagining customer engagement strategies by leveraging technology, data insights, and streamlined processes to create seamless, personalised and value-driven experiences.

For industries characterised by complex supply chains, dealer chains, global operations and diverse customer bases, the integration of advanced CRM solutions is no longer optional but essential. Our Salesforce based customer engagement solution is designed to empower businesses to overcome these challenges, enabling them to stay competitive, resilient, and future-ready.



Building blocks of our offering:

Grant Thornton Bharat's customer engagement solution with Salesforce leverages cutting-edge cloud technology to provide an advanced, scalable platform that empowers businesses to redefine customer engagement and achieve transformational growth.

Key differentiators:

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Industry expertise

Our in-depth understanding of various industries enables us to design Salesforce solutions that are tailored to real-world needs and emerging industry trends.

User-centric design

We prioritise intuitive, human-centered design to drive user engagement, satisfaction, and productivity.

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Technical capabilities

Our Salesforce experts harness cutting-edge technologies to develop robust, scalable, and future-ready solutions.

Adoption and change management

We ensure seamless transitions with structured change management and user enablement, empowering clients for long-term success.

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Partnership with ecosystem

Strategic collaborations within the Salesforce ecosystem enhance our ability to deliver comprehensive, integrated solutions.

Accelerated time to value

Our commitment to both speed and quality ensures rapid, impactful results and sustainable growth.

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Key features:

Grant Thornton Bharat's Salesforce-Led Customer Transformation solution leverages cutting-edge cloud technology to provide an advanced, scalable platform that empowers businesses to redefine customer engagement and achieve transformational growth.

Higher sales with optimised sales processes:

Empower sales teams with tools to manage opportunities, prioritise leads, and close deals faster.

Efficient and proactive customer service:

Deliver superior customer experiences by resolving issues faster through proactive capabilities such as automation, AI and omnichannel communication.

Personalised marketing strategies:

Leverage data-driven insights to craft hyper-personalised marketing campaigns, effectively targeting the right audience to maximise engagement and ROI.

Single view of customer:

Achieve a 360-degree view of customer data by consolidating information from multiple systems into a unified dashboard for better decision-making and meaningful relationships.

Omnichannel integration:

Ensure consistency across all touchpoints – email, phone, social media and chat – to manage customer communications seamlessly.

Generative AI-powered assistance:

- **AI-Driven Automation:** Enhance efficiency and personalisation by leveraging agents and Predictive AI across Customer 360.
- **Enhanced sales forecasting:** Use AI-generated insights to prioritise leads and forecast sales with greater accuracy, enabling faster deal closures.

Unified Customer Journey:

Drive a unified customer journey across Sales, Service, and Marketing by fostering team collaboration through shared real-time updates and centralised communication channels.

Integration with ecosystem applications:

Ensure seamless connectivity across the organisation with integrations to third-party applications and legacy systems.

Outcomes that drive business success

Organisations face increasing pressure to adapt to ever-changing customer expectations, regulatory requirements, and competitive landscapes. This solution empowers businesses to:

Top line benefits:

- Accelerated sales conversions
- Improve customer acquisition and retention
- Unlock new revenue streams

Bottom line benefits:

- Resource optimisation
- Enhance operational efficiency
- Ensure scalable technology investments
- Reduce customer support costs



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