



salesforce

# Meet your customer where they are

Supercharge sales with detailed customer insight  
and powerful, effective omnichannel engagement.



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Introduction

Navigating the many paths in the buyer's journey

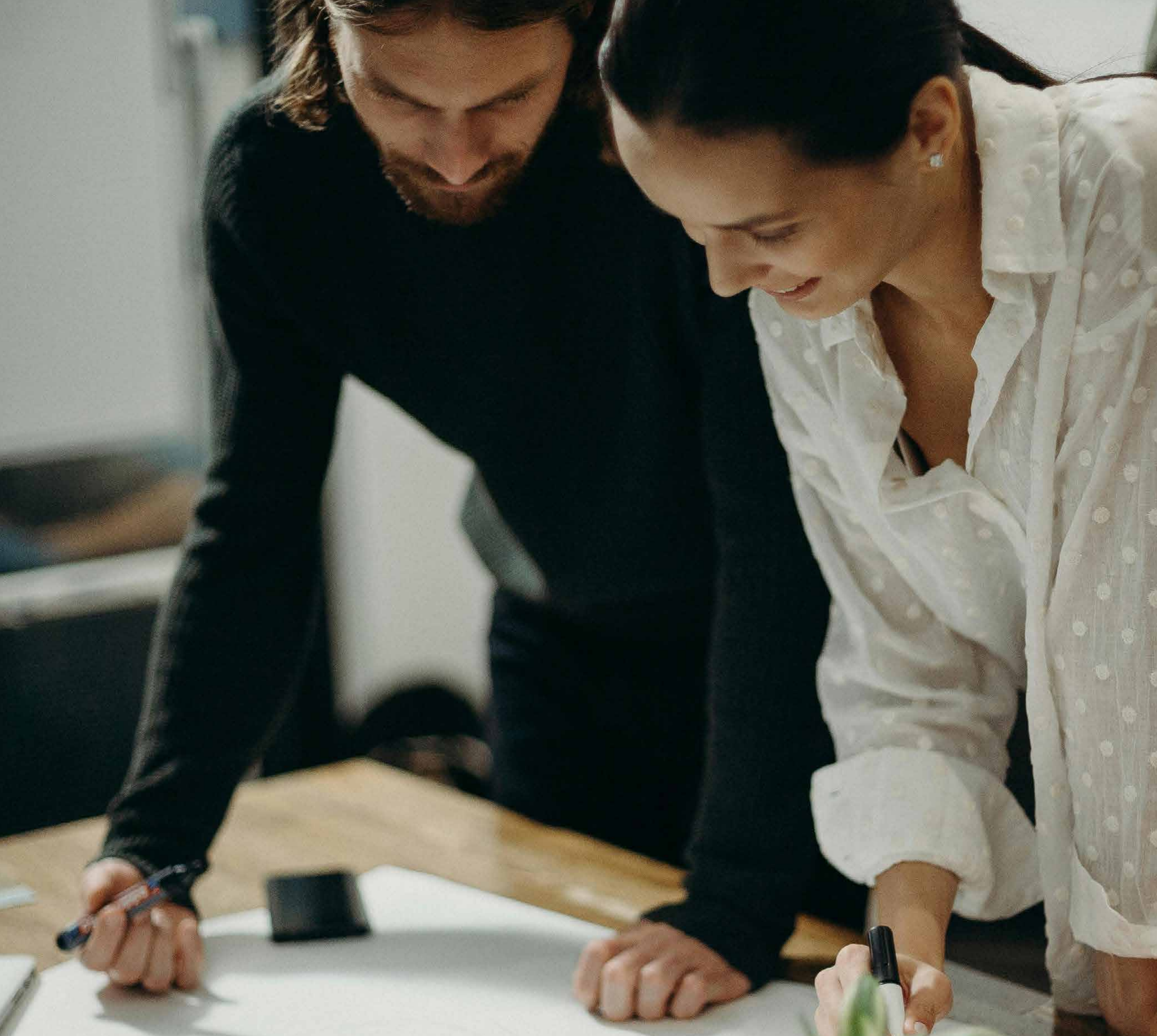
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# Introduction

**“Sales” has evolved. Your customers nowadays seem to want a personalized, always-on omnichannel experience. And if they don’t get what they’re looking for, they’ll take their business elsewhere.**

To meet them where they’re at, you first need to know when, where and how to engage with them on various channels.

With the ability to give you a complete view of your customers, Salesforce has become the key tool in the sales arsenal. But integrating Salesforce with multiple systems can be complex.

This eBook will outline the benefits of Salesforce to organizations –including gaining a competitive edge and increasing sales success – and how NTT DATA and Salesforce together can deliver sales transformation success.

# Navigating the many paths in the buyer's journey



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**We saw drastic changes to the consumer purchase journey during the COVID-19 pandemic. An article by Forbes at the time noted that purchase paths in the business-to-business (B2B) sector were changing.**

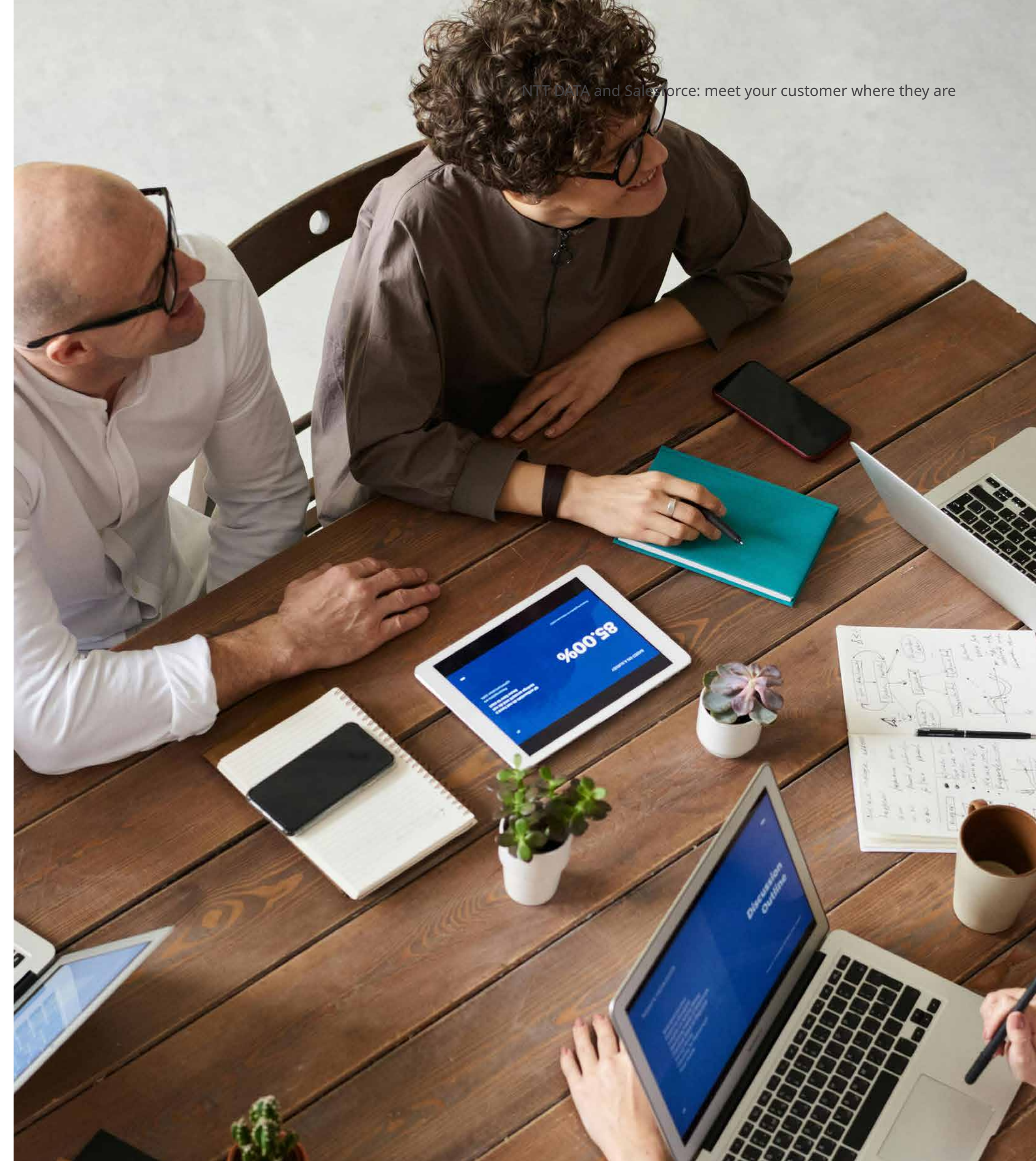
Complex sales processes involving multiple influencers and decision-makers were being replaced by a more streamlined purchase journey. Although the basic steps were the same — identifying the business need, researching solutions, evaluating options then making a decision — buyers were doing more research online, on their own, and the research cycle seemed to be getting shorter and more efficient.

McKinsey2 noted: “Tailoringtailoring interactions to markets of one requires deep prowess with data and analytics. While that takes investment, the payoff can be significant. The more adept an organization becomes at personalization, the greater the share gains”.

To offer customers a seamless, positive experience, business functions like marketing, sales and customer service need to be connected by a single view of the customer that includes the customer’s latest touchpoints with the organization.

One of the best ways to achieve this is to maximize the potential value of your customer data. But it’s hard to get much insight from your data when it’s disconnected and spread across dozens (or even hundreds) of systems.

Salesforce offers leading cloud-based CRM software that makes it easier for organizations to bring together their data, from any source, so they can find more prospects, close more deals and connect with customers in a whole new way to provide them with amazing service at scale.



# Winning the customer, not the deal



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# Winning the customer, not the deal

**Winning customers is not about one-off deals and annual-contract sales models. It's about ongoing engagement and repeat business.**

This means you have to know your customers – who they are, what they want to know about, and when and how they like to engage. Experiences need to feel like one-on-one relationships with customers, and technology is a tool to accomplish this. An organization can significantly improve customer lifetime value by converting data into knowledge and knowledge into actionable insights at a faster pace with the help of a CRM platform powered by AI-led analytics. Bringing AI, data and CRM together helps customers experience magic.

Building seamless customer journeys throughout the marketing and sales funnel calls for an in-depth understanding of customer behavior and preferences. Mapping these journeys within Salesforce and aligning them with CRM data can be complex, particularly when handling a range of customer touchpoints.

But for magic to truly happen, the potential of the integrated CRM system needs to be fully realized. Users may be reluctant to adopt a new system, especially one as feature-rich as Salesforce. Comprehensive training programs that are customized to the specific needs of the organization will help users feel capable and confident. Building user-friendly interfaces and garnering feedback from users can also boost the rates of adoption.

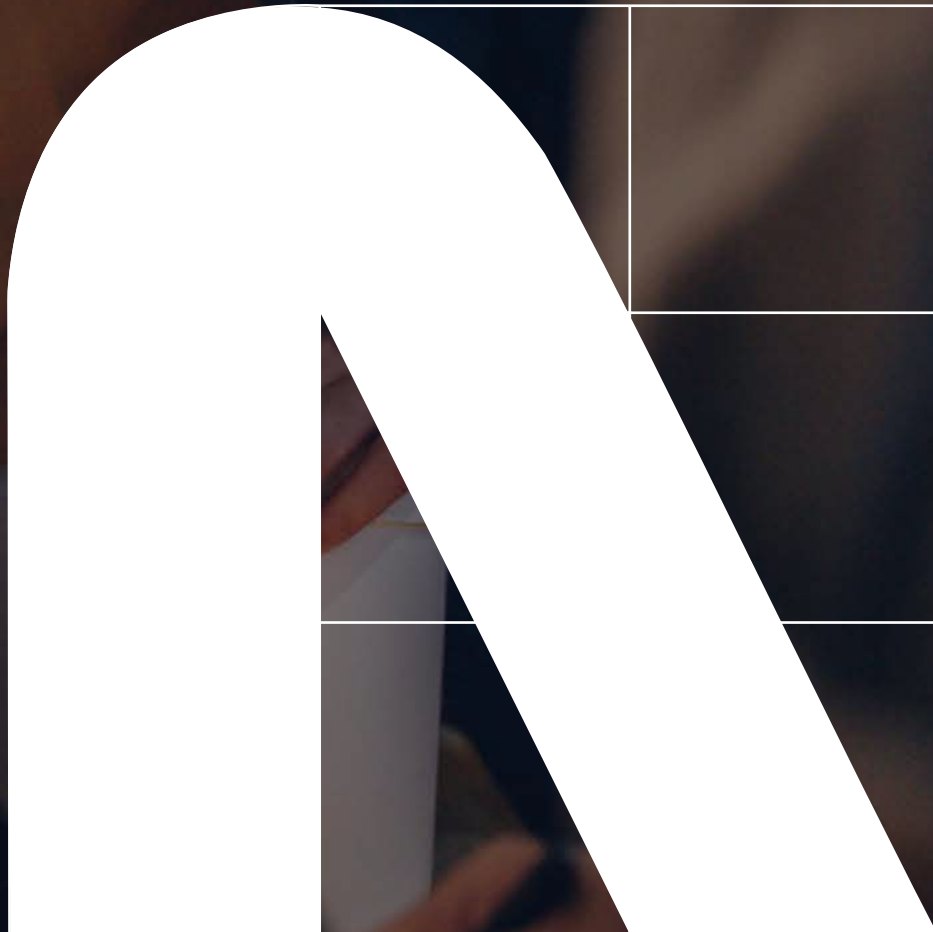
**To achieve success and better business outcomes with Salesforce, organizations should consider working with partners who have:**

- A functional and pragmatic approach to solving business problems
- Deep industry insight and technology expertise
- Technical expertise in application rationalization, legacy modernization, and complex projects with multiple third-party and/or back-office integrations
- An extensive array of options, including onsite, onshore, offshore and nearshore high-touch consulting and effective delivery.



Together, the capabilities of AI, data and CRM can help automotive companies elevate the consumer and dealer experience. With a complete view of the customer as well as vehicle lifecycle and real-time insights into vehicle inventory and dealer performance, they can improve decision-making using features such as parts forecasting, lead scoring and inventory analysis.

# Shape your business around your customers and grow with NTT DATA and Salesforce



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**Integrating and adopting Salesforce in convoluted, multi-technology ecosystems, across multiple teams, is complex and challenging.**

**Enabling a customer centric ecosystem**

A great CRM tool can transform customer experience and business performance, but implanting the software is just one piece of the puzzle. For your success with Salesforce to reach the entire enterprise you also need to integrate customer journeys across all channels, departments, systems

**Data for a Customer 360-degree view**

Having a 360-degree view of the customer allows you to keep them at the center of your business, so you can connect with them 1:1 at scale.

Salesforce Customer 360 unites the entire organization — from marketing and sales to service, commerce, and IT teams providing all teams with a single, shared view of all customers.

Isolated data in disconnected systems prevent teams from getting the full context of customer issues, resulting in a sub-par experience for the customer. Data is king.

Salesforce Customer 360 breaks down silos by centralizing data from multiple sources into a single, shared platform. It provides teams with complete context on every customer interaction or purchase, enabling them to make informed decisions.

Core Clouds – such as Sales, Service, Marketing, and Commerce, consolidate customer data from multiple sources on one platform, while MuleSoft can help integrate data from third-party apps and even legacy systems.

Salesforce solutions are powered by a built-in AI engine — Einstein AI. It captures discrepancies common to data gathered from multiple sources (for example, different first names with the same email ID) and suggests best practices to fix those errors.

Einstein also provides data-driven insights, product or resource recommendations, and next best actions. This aids decision making and helps each team perform their tasks faster and more accurately.

**Salesforce’s Data Cloud is embedded in the Einstein 1 Platform, meaning that any external data lake or warehouse can now drive actions and workflows inside your CRM system.**

**Smarter selling**

Designing trusted experiences for the future isn’t a one-off initiative. It requires a change in culture, processes and technology for the organization to become truly customer-focused.

NTT DATA recognizes the imperative for companies to transform in order to meet evolving customer demands. We also understand that if technology solutions are not aligned with business needs, the result is suboptimal.

The combined capabilities of NTT DATA and Salesforce enable organizations to generate actionable insights, enhance their sales processes and measure performance effectively.

Our proprietary smart sales methodology shows how Salesforce can be used to meet and improve over 200 business key performance indicators (KPIs). We bring deep industry expertise to the table, with subject matter experts who complement Salesforce’s capabilities. Leveraging our experience in both business and technology domains, we provide comprehensive solutions to address your most complex challenges.

NTT DATA has expertise implementing and integrating advanced solutions using one or more Salesforce Clouds, including Sales Cloud, Service Cloud, Experience Cloud, and Marketing Cloud, and we have the deep sector experience to build industry-specific solutions using Salesforce vertical offerings.

NTT DATA provides full lifecycle support for MuleSoft including API and application design to implementation, management and support to help organizations overcome the challenges associated with unlocking siloed data, merging disparate data, and merging fragmented business applications.

### Creating a more sustainable business

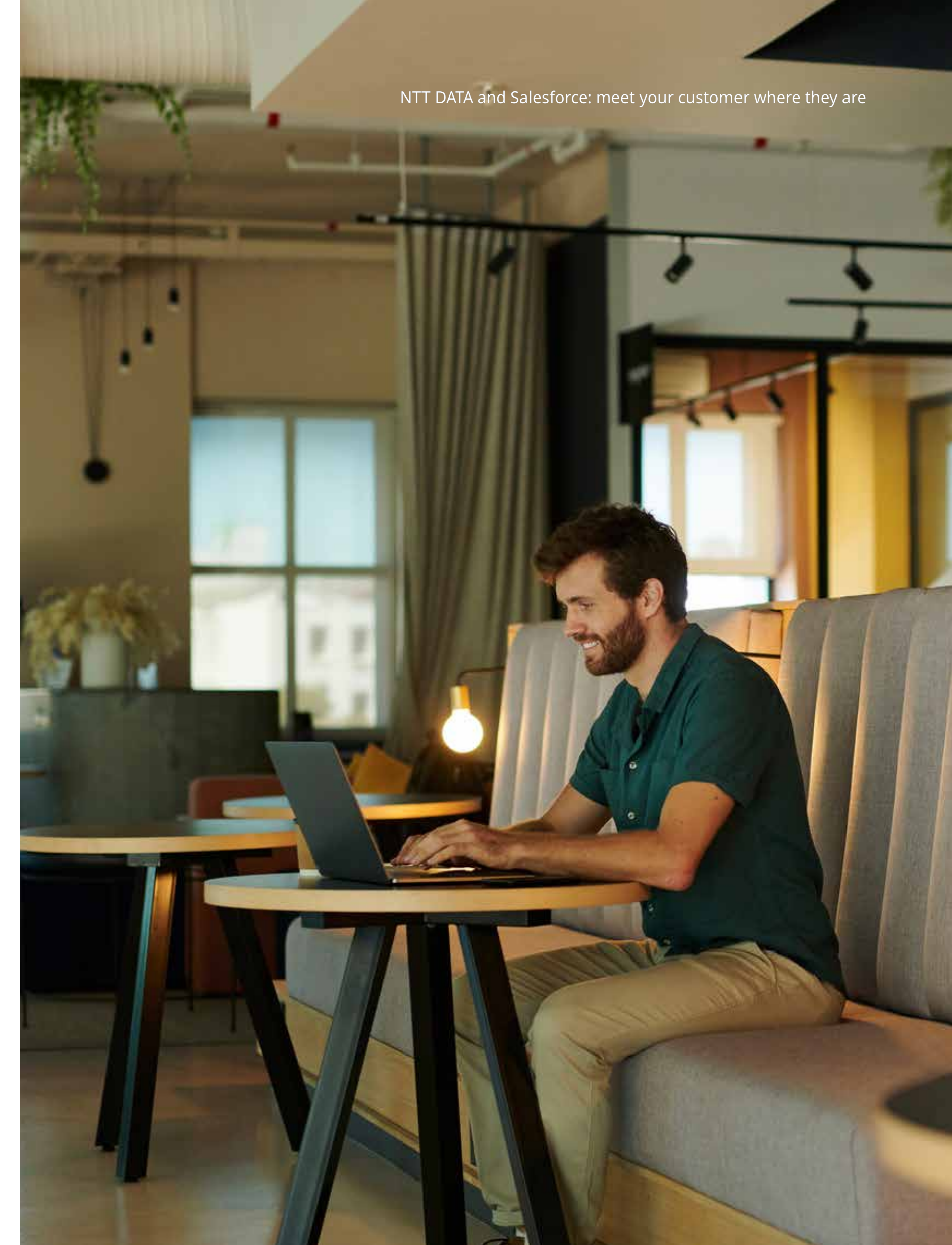
NTT DATA, in partnership with ThoughtLab, found that 44% of companies experience improved profitability as a result of sustainability. This indicates that sustainability programs are now both an ethical and a business imperative.

As a trusted global innovator, we use technology to create business value and for our clients and make a positive, sustainable impact on communities, economies and society.

Salesforce's vision is to accelerate the world's largest businesses to net-zero, sequester 200 gigatons of carbon through conserving, restoring and growing 1 trillion trees and protecting our oceans, and energize the ecopreneur revolution.

“ The infrastructures of the future must provide clear value in improving the quality of life of citizens, promoting efficiency, innovation and sustainability. Digital technologies play a key role in achieving this goal, as they provide a broader view of the interactions between assets and users, as well as the environmental impact of operations. With NTT DATA's work, industry knowledge and the flexibility that the Salesforce platform offers, we can build the world-leading infrastructure of the future our people and planet require.

**Dimitris Bountolos, General Director of Systems and Innovation at Ferrovial.**



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# Salesforce from NTT DATA

**We have a long-standing global partnership with Salesforce and have developed innovative and comprehensive services using the Salesforce product suite. Our teams have the extensive functional and technical expertise necessary to get the most out of Salesforce applications and the underlying Salesforce Platform, which makes it easy to adapt Salesforce solutions to your business needs and develop custom applications.**

Our experts assess and help execute your customer-centric business strategy using Salesforce platforms to give you a 360-degree view of your customers and deliver superior experiences.

We provide full lifecycle support for Salesforce, updating it to meet your changing needs, adding multiple clouds, or working to harmonize it with your surrounding continuous integration and continuous delivery (CI/CD) environment.

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# Digital transformation services for Salesforce



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# NTT DATA to provide digital transformation services for Salesforce

NTT DATA has been selected by Salesforce to help standardize and streamline the company's application environment.

NTT DATA will support the management and development of applications across Salesforce's organization, including its internal instance of Salesforce. The applications span Salesforce Sales, Marketing, Service, Experience, and Commerce Clouds, MuleSoft, Heroku, Slack, and hundreds of third-party and custom apps.

[Learn more](#)

“By consolidating managed services across the Salesforce stack, we can focus on building new capabilities and helping our customers use data and AI to achieve better insights for their users and better productivity for their employees.”

Juan Perez, Chief Information Officer, Salesforce



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# NTT DATA and Salesforce: Meeting customers where they are

**NTT DATA is positioned to deliver meaningful solutions for organizations leveraging best-of-breed Salesforce technologies. We deliver a full and unique stack of services across consulting, applications, operations, and infrastructure.**

NTT DATA has 20 years of experience of working in partnership with Salesforce. NTT DATA is a consulting and implementation partner of Salesforce and is an authorized cloud reseller partner and AppExchange partner.

Our almost 4,000 Salesforce certified professionals (Salesforce and MuleSoft) are located across 30 countries and work closely with industry sector professionals. They have more than 9,000 Salesforce certifications (Consultant, Developer, Architect, Designer, Marketer, Admin) and MuleSoft certifications. With deep and extensive expertise of Salesforce, we deliver end-to-end seamless project solutions.

NTT DATA has been recognized for its innovative use of technologies and solutions that help customers drive innovation, including the Salesforce Partner Innovation Award 2023 – Emerging Technology for Sales, MuleSoft 2023 Partner of the Year Award – Customer 360 Award and NEAT Report for Salesforce Services 2024.



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# Five questions to help you take your first steps to an optimized Salesforce experience

A rapidly changing environment has many organizations battling for relevance with their customers, partners and employees.

NTT DATA and Salesforce can help make you indispensable to your customers, build and maintain an engaged workforce or gain competitive advantage through your partners.

Empower employees with the customer insight and tools they need to put the customer at the heart of everything they do.

1. How adept is your organization at personalization?
2. Do you know which strategic levers can help you deliver your business outcomes?
3. Do you have a 360-degree view of your customers?
4. Is Salesforce a CRM implementation or a digital transformation project?
5. Are AI, data and CRM helping deliver magic to your customers?

[Learn more](#)



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