

Transforming customer experience with Salesforce



Enterprises and government agencies are faced with increasing opportunities and demand for digital customer engagement. By leveraging the market-leading Salesforce customer relationship management (CRM) platform, organizations can quickly achieve quality, efficiency, and scalability in innovative customer management.

Customer success depends upon the ability to create and nurture mutually beneficial relationships, engage customers in relevant conversations, and effectively collaborate within the organization around marketing and customer service. This requires multiple channels for interaction to ensure a positive customer experience with each touchpoint. These interactions are supported by CRM, but systems often fall short of achieving their business goals as organizations struggle with the challenges of implementation or miss opportunities to take advantage of additional functionality.

Our approach puts people at the center

Having the right Salesforce partner makes a difference in how organizations manage change and achieve better adoption and business results. When it comes to Salesforce implementation, CGI's approach is unique. We put people—users, customers, employees, and partners—at the center. We help organizations succeed in adoption by providing tools customized to their needs so our clients get full value from their Salesforce investment.

CGI's 2020 Client Global Insights report states that becoming a digital organization to meet customer or citizen expectations is the top IT priority for clients. Maximizing the value of an organization's investment in CRM is a strategic imperative for many of our clients as they undergo digital transformation.



Key services

- **Strategy:** Our industry expertise and advisory services identify opportunities to transform the way you do business
- **Design:** Our human-centered approach to design aligns business requirements with engaging customer experiences
- **Implementation:** We use agile methods and best practices to develop a clean Salesforce environment
- **Integration:** We migrate services, harness data, and integrate with other applications and investments
- **Change management:** Our methodology maximizes Salesforce solutions with team culture, adoption and agile approaches
- **Managed services:** We can deliver service management, system administration, and ongoing support of Salesforce solutions



At CGI, we understand that each client is unique and has different customer goals. We bring Salesforce expertise, certified architects, and customer experience know-how to the table to customize and improve the value of Salesforce to the business. Leveraging our consultative approaches and deep expertise, we believe that 80% of this work can be done without any new code.

A digital organization needs the right digital partner

As an experienced Salesforce integration partner, CGI brings global expertise locally to clients in implementing and optimizing the platform. We work directly with Salesforce to understand their product roadmap and how improvements can be applied to fit each client's unique environment. Our platform knowledge, human-centered design approach and deep systems integration expertise combine to deliver

- Improved customer experience
- Improved forecasting and pipeline growth, and
- Accelerated delivery of new functions

Clients benefit from our fresh perspectives on business challenges and user needs. The outcome is innovative end products that meet business goals, attract users and scale for the future.

Our Salesforce credentials include:

- 500+ completed Salesforce projects for 300+ clients
- 9.4 Salesforce customer satisfaction rating
- 2015 Salesforce Innovator Award and 2017 Manufacturing Solution of the Year nominee
- 400+ certified team members

Why transform?

Our world continues to evolve at a rapid pace, and the speed of change is accelerating. Organizations are experiencing the pressure to digitally transform as their stakeholders, leadership, customers and citizens demand more. In response, organizations must create competitive products and services quickly. Innovation and collaboration are critical business capabilities that leverage emerging technologies to create new business models, products and services. CGI has the talent, scale, reach and end-to-end services to help clients link emerging technologies with legacy systems and processes to succeed with their digital transformation efforts. We meet clients where they are, and get them where they need to be.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

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