Transformation through Integration

CapTech®

Salesforce Solutions that transform the way you reach your customers at all stages of the customer journey.

A fully integrated Salesforce is a powerful Salesforce. It unlocks the ability to optimize the complete customer journey, converting prospects into buyers and transforming new customers into lifelong advocates.

Each touchpoint presents an opportunity to grow your customer base. With Salesforce Sales Cloud, Service Cloud, and Mulesoft, these touchpoints can be quickly and efficiently scaled to maximize impact.

As a Salesforce Ridge Partner, CapTech recognizes the importance of seizing these customer moments. Our team of Salesforce experts builds Salesforce solutions that broaden your reach and deepen your relationships at all stages of the customer journey.

SALESFORCE SOLUTIONS

SALES CLOUD

Sales cloud provides the key tools to drive business forward at the sales and relationship level, including:

- Tailored pricing analysis and forecasting
- Activity and historical relationship tracking
- Improved NPS and first-time user experience

SERVICE CLOUD

Service Cloud provides connected, efficient, personalized experiences at scale, giving you the ability to transform customers into promoters. Features include:

- New self-service and automated features (IVRs; Live Agent; AI Support)
- Breakthrough insight through data analysis
- Achievement of SLAs and customer support operating KPIs

EXPERIENCE CLOUD

Experience cloud helps you deliver connected digital experiences quickly and at scale, allowing you to engage more customers to accelerate growth. Features include:

- Internal and external user portals
- Native mobile applications
- Data-driven sites

CUSTOMER 360

Customer 360 through Mulesoft connects your marketing, sales, commerce, and service teams with a single view of your customer data, helping you grow relationships with your customers and surface actionable insights for users.

SALESFORCE 'RIDGE' IMPLEMENTATION PARTNER

125+
CERTIFICATIONS

4.8
CSAT SCORE

Our Services

- Salesforce Consolidation and Efficiency Reduce the overhead and technical debt of overlapping Orgs or business processes

- Systems and Data Integration Minimizing user "swivel chair" through modern API-driven architecture

- iPaas and ESB Mulesoft drives faster and reuseable API development for in your Ops/IT department

- Post M&A Alignment Improve NPS and operational delivery with a unified platform and processes

- Custom Feature Development Achieve your vision with tailored Salesforce features, and capabilities

- Optimization to maximize your Salesforce investment

About CapTech

CapTech believes great engineers make great salesforce developers. Our consultants don't just know Salesforce. They bring diverse expertise across disciplines from web service integration to OCM to DevOps and everything in between to ensure you're getting the experience that maximizes your Salesforce investment and drives your enterprise success.

Client Success Spotlight

CapTech collaborated with a Top 5 Global hotel chain to create a Salesforce Experience Cloud that replaced paper application packets and sped up its franchise application and approval process. The customized solution created a self-service process for franchise applicants and automated the approval procedures, leading to a streamlined user experience and an increased number of approved applications.

Results:

- The Salesforce "Franchise 360" Experience Cloud provided a self-service application portal for franchise applicants, allowing them to easily submit their application, track application status, and make changes online

- Existing franchisees were empowered with access to an Owner's Portal where they can communicate easily with HQ and receive important updates and documentation regarding their property

- Employees can review application documents online, quickly request additional information from applicants, and automate the voting process using Lightning Flow and Lightning Web Components

Connect with us.

Call **844.373.4025** or visit us at **captechconsulting.com** to start a conversation.

CapTech

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