

## Who is Sectigo?

Sectigo (formerly Comodo CA) is the largest globally trusted commercial Certificate Authority with more than 100 million SSL certificates issued in over 200 countries. Together, we helped migrate their data and processes from legacy systems to Salesforce and achieve scalable and automated transformation.

## How did we help?

- Facilitated people, process, and technology to work in sync leading to cohesive insight into Sectigo's customer base
- Reduced response times for service agents using deflection methods such as live agent and self service knowledge
- Provided a framework for robust KPI's across all departments leading to actionable data points
- Increased efficiency and visibility throughout the sales process

## What were Sectigo's pain points?

Lack of a unified system connecting the sales, marketing and customer service teams was leading to less than optimal efficiency. The impact of siloed legacy systems led Sectigo to re-evaluate their CRM strategy.

- Information silos among sales, marketing and service teams led to missed opportunities
- Manual data management required long hours that could be better used on customer acquisition strategies
- Marketing teams were struggling to balance branding with functionality on customer facing multi-lingual websites
- Longer sales cycles due to legacy quoting and contracting processes

