

CHALLENGE

Siloed legacy systems across sales, marketing, and customer service teams resulted in inefficiencies. This 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, multilingual websites.
- Legacy quoting and contracting processes led to long sales cycles.

SOLUTION

- Agile Cloud Consulting facilitated people, process, and technology to work in sync.
- Implemented Sales Cloud, CPQ, Experience Cloud (Community Cloud), Live Agent and Self-Service Knowledge for service agents to improve case handling.
- Provided a framework for robust KPIs across all departments.

RESULTS

- Sectigo now has comprehensive and cohesive insights into their customer base.
- User adoption of Sales Cloud and CPQ across sales teams has increased efficiency and visibility throughout the sales process.
- Live Agent and Self-Service Knowledge enabled service agents to deflect cases, which reduced response times for support.
- Departments have actionable data points to make informed business decisions thanks to the KPI framework.

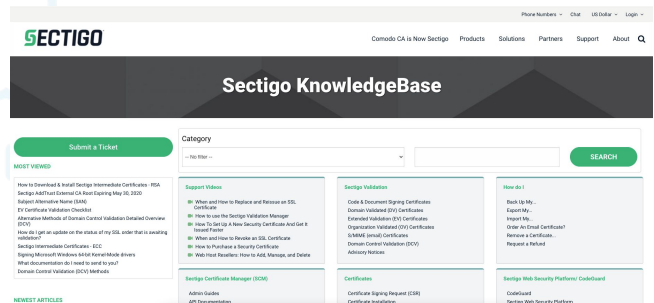
SECTIGO®

"Agile Cloud Consulting has been crucial to the success of our Salesforce implementation. We are now a year and a half in and it is incredible how far we have come."

Elisabeth Kooijmans, Salesforce Administrator

ABOUT THE CLIENT

Sectigo (formerly Comodo CA) is the largest globally trusted commercial Certificate Authority with over 100 million SSL certificates issued in 200+ countries. They migrated their data and processes from legacy systems to Salesforce and achieve scalable and automated transformation.



ABOUT AGILE CLOUD CONSULTING

Agile Cloud Consulting provides end to end salesforce.com implementation services. Our expertise extends beyond technology and into business process and strategic planning for the future. We specialize in for-profit, non-profit, higher education, and healthcare utilizing years of experience and hundreds of successful implementations to help you achieve your organizational goals.