

MEMBERS GOOD NEWS STORY

Helen Peterson & Peter Breusch



FullCRM is proud to announce they are the only domestic Salesforce Implementation partner to receive an industry expertise in manufacturing

FullCRM is a gold Salesforce implementation partner that provides CRM consulting services across sales, marketing and customer service.

In Australia, there are a total of 177 partners listed with Salesforce providing varying levels of professional services. Salesforce recognised that the partner landscape is unwieldy to any company wanting assistance with their Salesforce investment. In October 2020, a new partner program was implemented to better assist their customers selecting the right partner. The program has three levels of distinction awarded based on expertise in a specific product and industry specialisation - Level 1 Specialist, Level 2 Specialist and Level 3 Expert.

To obtain each distinction partners are rated on their:

- Knowledge - measured by the number of certified credentials
- Experience - measured by completed projects for customers categorised by industry and Salesforce product
- Quality - measured from formalised surveyed satisfaction scores

FullCRM is proud to be the only domestic Salesforce Implementation Partner to receive an industry expertise in manufacturing. This is client verified and testament to the work FullCRM has done with dozens of Australian manufacturers and distributors.

What is Salesforce?

Salesforce is a cloud-based customer relationship management platform designed to provide departments - including marketing, sales, commerce and service a single shared view of your customer. The key differentiator of Salesforce to other CRM platforms it's highly customisable as it is built around clicks, not code.

Why do you need a Salesforce Implementation Partner?

Whilst Salesforce was designed to be easily customised; it can quickly become unmanageable without an experienced guide to design your solution and embed it within your business. Salesforce implementation partners work as this guide, to create a robust solution tailored to your business strategy that is scalable with your business and easy to use.

What to expect when you work with FullCRM:

FullCRM is passionate about assisting Australian manufacturers and distributors achieve success by leveraging the Salesforce platform to align technology with their people, processes and data.

We understand the Manufacturing and Distribution business is more than product production and order delivery – it's about connecting with your partners, supplier and end customers. And today it is imperative to create that connection because if you don't, you will be left behind.

We spend the time to understand your business, your employees and their ability to manage change, as well as your digital maturity to plan the best way to leverage technology to improve your business, client value and your market offering.

Our initial goal is to get you up and running within the shortest time frame of purchasing your Salesforce licenses, to ensure you are maximising your investment. To embed Salesforce seamlessly within your business and guarantee user adoption, we work closely with you to develop a change management plan to ensure the success of the solution.

If you would like to know more about FullCRM and Salesforce, please reach out to either Helen Peterson or Peter Breusch - both proud Coraggio members who are more than happy to assist fellow Coraggio members and their clients achieve success.