Case Study | Tealeaf Technology
Industry: Technology/CEM
Project: Salesforce Administration

Company Overview

Tealeaf provides powerful Customer Experience Management solutions that help leading companies, including more than 70 Fortune-class companies, optimize their ebusiness by increasing successful conversions and completion of business processes.

The Problem

Tealeaf had been using a leading provider of Salesforce support services and was having some issues. Tealeaf takes their own customer service seriously, so consistently facing **slow response time** left them frustrated and disappointed. They also wanted to do more with Salesforce but the current provider **didn't address their unique challenges and goals** with custom solutions. Ultimately, the **standard of service fell short of their expectations**.

How We Helped

After a short trial run, Tealeaf purchased a large block of Administration service hours. In addition to ongoing help and troubleshooting with Salesforce, we provided targeted support in a few key areas:

- Built **APEX triggers** to save them time, streamline contact management, and provide insights into the effectiveness of marketing campaigns. We also modified APEX triggers that were not producing the expected results, allowing them to collect accurate, reliable data.
- Helped with **data loader projects** that their former provider wouldn't touch, and that saved them weeks of manual work. We also provided **training** so they could handle routine data loader projects on their own in the future.
- Provided **best practices guidance** specific to how the company uses Salesforce and their expectations for performance and results.

> *"With StarrData Administration we get quick response time and fast issue resolution. But what creates extra value for us is how they provide Salesforce best practices recommendations to move us down a better path than the one we may have requested."*
>
> - Erik Bertelsen, Senior Manager, eMarketing, Tealeaf Technology

Results

In the first two months of our engagement with Tealeaf they:
- ✓ **Saved hundreds of hours** of manual data manipulation time
- ✓ **Increased data accruracy**, which allowed for more **reliable forecasting**
- ✓ **Improved compliance** with business processes through automation

Want to see these kinds of results for yourself? Give us a call today at 888-391-4493 x101.