Teqfocus

Implementing a Customer Community and Knowledge base for African Leadership University to facilitate Self-service

salesforce

PARTNER
SINCE 2012

Client: ALU

Industry: Education

About the Client:

African Leadership University or ALU is a network of tertiary institutions with operations in both Mauritius and Rwanda. ALU aims to develop 3 million ethical and entrepreneurial leaders for Africa and the world by 2035. It uses a personalized, student-driven, project-based, and mission-oriented approach to create agile, lifelong learners who can adapt to a changing world. Its mission is to build 25 campuses across the continent and produce 3 million young African leaders over the next 50 years, by equipping students with relevant skills that match the evolving world.

First Steps:

The first step in assisting our client with the problems was to comprehend the current barriers like understanding and analyzing how they operate, the technology stack and software/tools used, as well as the people who work behind the scenes.

The Business Challenge

During our initial assessment, we established several major business challenges and criteria that would allow our client to maximize their marketing outputs while needing minimal marketing effort. The below are some of the major challenges.

- The ability to customize and submit emails based on segmented data stored inside the client's Salesforce instance
- There was a need for clear corporate branding, configurable email templates that adhered to branding guidelines, and the need to incorporate social media links in each one of them
- Configurable and segmented landing pages were required for running campaigns
- A modular framework for creating separate data extensions to deliver specific emails to individual subscriber lists depending on business specifications was required
- There had to be a system put in order to hold a separate list of customers who had opted out or unsubscribed
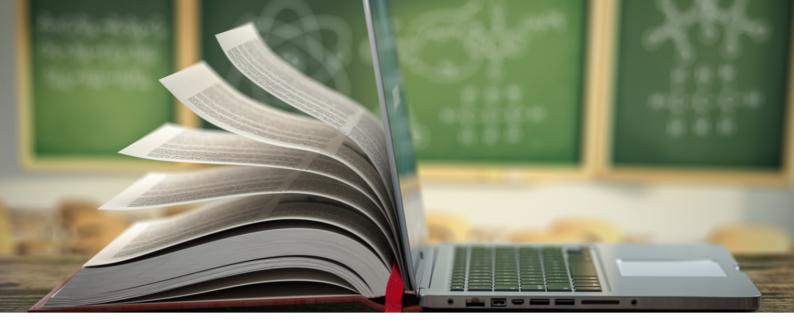
Tools Used

The Solution

Teqfocus proposed a solution that enabled self-service while still utilizing their Salesforce Service Cloud investment because our client wanted a simpler way to engage and communicate with their prospects, as well as the flexibility to support self-service capabilities.

- The first step was to examine how salesforce data can be retrieved via FTP in the salesforce marketing cloud
- In the next step we created a framework for saving the data using data extensions
- To retrieve salesforce data and fire Jitterbit requests, we set up an FTP configuration and a file location building, as well as a Jitterbit cloud data loader
- Next, we created automation for saving data in data extensions and also designed filtered data extensions based on business requirements
- Next, we created email templates using content blocks and microsite templates for campaigns
- Finally, we assisted them in tracking the campaigns and incorporated social media links in the templates

Outcomes & Results

- The client saw a 47% increase in customer response and satisfaction
- There was a 1-1 personalized journey built across the entire customer life-cycle
- The client also saw a 42% of revenue growth with a 37% increase in predictive content distribution, resulting in each of their prospects seeing them as a partner they could count on to deliver

Conclusion

Through our long-standing partnership with ALU, we have consistently delivered successful business outcomes for over 3+ years. Our niche emphasis and a competent team helped them with:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (On-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Overall, we helped create an interactive customer interface platform that increased user visit frequency and improved the customer experience.

About Teqfocus

Teqfocus is a technology consulting and services company with over 250+ IT professionals worldwide. We deliver through our extensive portfolio of IT services with our immensely skilled and experienced consultants. Our wide range of services includes Business Application Implementations, Product Engineering, Data Engineering and Analytics, Cloud Services, User Experience, Technology Advisory, Transformation Office, and Legacy Migrations & Integrations. Our expertise addresses the growing needs of enterprises in industries such as EdTech, Life Sciences & Healthcare, Manufacturing, Mortgage, and Finance.

Teqfocus is a Salesforce Ridge Consulting Partner, Salesforce India Reseller Partner & AWS Advanced Consulting Partner based out of Toronto, Canada with offices across the US, India, and the UK. We take pride in having a diverse range of technology experts which is one of the reasons we are not only favored but also recognized as one of the best technology companies to work with.

Teqfocus delivers relevant solutions, keeping the current market requirements and pace of technology in mind. We focus on Conceptualizing, Designing, Engineering, Building, and Managing products and delivering experiences for Enterprises looking to disrupt through innovation and scale.

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