

# SALESFORCE

AN INNOVATIVE WAY TO ENGAGE YOUR CUSTOMERS THROUGH A MULTI CHANNEL SALES SOLUTION



## EXPERTISE

We are going through a real fourth industrial revolution which is giving us incredible new opportunities to understand and define relationships with customers. Thanks to the **expertise of our professionals** and the innovative solutions provided by **Salesforce**, we offer our customers the opportunity to achieve new goals and successes

## FIGURES

### Specialized

CUSTOMER ENGAGEMENT & SOCIAL

## OFFERING

### COMPLETE DIGITAL ENGAGEMENT PLATFORM IN CLOUD:

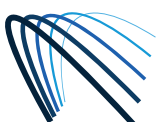
- » **CRM:** SALES CLOUD, SERVICE CLOUD
- » **MARKETING:** MARKETING CLOUD (B2C), PARDOT (B2B), COMMUNITY, SOCIAL STUDIO
- » **EINSTEIN & ANALYTICS:** ARTIFICIAL INTELLIGENCE AND BUSINESS ANALYTICS
- » **PLATFORM & PRODUCTIVITY:** (HEROKU, FORCE.COM), QUIP
- » **eCOMMERCE:** COMMERCE CLOUD

## WHAT WE PROVIDE

- » We help our customers to redefine and effectively improve relations with their reference market.
- » The new challenge for all companies is to be able to develop a multi channel strategy, to better understand their clients' behaviour and habits, not only through the physical channel (shop) but above all, through the Digital and Social channels. Our clients have now the opportunity to win this digital challenge thanks to the experience accumulated by our professionals, in combination with a totally unified Digital Engagement in Cloud solution, which contains, within a single platform, all the components necessary to obtain a 360° Customer vision (Sales, Service, Marketing, eCommerce, Community, Social, Analytics).

## BENEFITS GENERATED

- » 360° Customer vision
- » Personalized Customer Engagement (One to One Journey)
- » More customers and additional sales channels = revenue growth and new value-producing opportunities
- » Multi-channel sales process efficiency
- » Increase in employee productivity



**PA GROUP**  
LEADING BUSINESS INNOVATION

**PA ABS Srl**

Via Ippolito Rosellini 12, 20124 Milano  
t +39 02 83994170

e connect@pa-group.com  
www.pa-abs.com | www.pa-group.com