KonnectryX

SALUD
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SITUATION OVERVIEW

Salud's legacy business system was a series of paper-based processes and a collection of disjointed apps and software. With multiple retail locations and a growing ecommerce presence, Salud approached Konnectryx for help.

+ **ABOUT**

Salud, an MWBE-certified company, is a mid-market nutritional supplement retailer specializing in homeopathic & and holistic lifestyle solutions.

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THE CHALLENGES

With customers located around the world, Salud struggled supporting multiple languages. Also, a good portion of their customers are 65+ in age – most of whom are not tech-savvy.

Different systems for online ordering and order fulfillment led to employees spending so much of their time manually entering the same exact data into all the different systems they used.

Retail sales activity and online sales activity were siloed, making comprehensive sales reports difficult.

No ability to run real-time sales reports and couldn't track commissions in real-time.

No ability to segment their customers, so most customers were targeted with offers of little value.

No ability to track sales leads or recover dead leads.

No visibility of their sales pipeline or sales team's performance.

No way to track new sales leads or customer support cases. Each interaction was an island.

Solutions & Results:

● **Anytime, Anywhere Access to Real-Time Sales Data:** We created a new Dashboard & Reporting system that contains real-time revenue data and is accessible on-demand anywhere in the world. This actionable real-time sales data allows them to quickly pivot their marketing message if needed, it provides insight into customer buying patterns, and reveals upsell opportunities. The personal dashboards for the sales reps tracks everything at the individual level - from sales activities to commissions.

● **360° View of Customer Communications:** We installed an integrated phone system to automatically track all calls inside SFDC. This led to improved coverage and visibility on customer accounts and leads.

● **Automated, Integrated Order Fulfillment:** We built an automated order tracking and fulfillment system that is seamlessly integrated into their main system. With a shipping solution built right into their POS and CRM, Salud has improved the speed and accuracy of their order fulfillment process.

When "Place Order" is Clicked → Their Package is as Good as Shipped.

Solutions & Results:

● **Integrated Ecommerce, POS & CRM:** Our integration solution provides Salud greater visibility of client interactions and where clients rank for orders, value and cycle time.

● **Automated, Targeted Marketing:** Salud can now automatically deliver marketing campaigns with customized messages and offers based on that customer's interest.

● **Multi-Channel Customer Engagement**: We helped automate much of Salud's customer support by implementing Salesforce Service Cloud and Einstein AI for texting and Live Chat. This allows customers to choose the most convenient way to interact with them. Now Salud is fielding few customer support phone calls while at the same time developing stronger customer relationships, leading to increased retention.

● **INSIGHT into Better Employee Production:** The days of duplicate data entry for Salud employees are over. Konnectryx's proprietary INSIGHT sync technology synchronizes your company's most important data between your CRM and Ecomm/POS systems. By eliminating the need to manually enter all the same data into two different systems, Salud employees can focus on the things that matter most.

Overall Results:

Konnectryx improved the efficiency of Salud's entire organization by installing a comprehensive, cloud-based solution. Salud now has a better picture of who their customers are, and how well they're serving them. Salud now has anywhere, anytime access to sales and customer information to help drive more sales.