

## Deloitte Digital + Salesforce

Deloitte Digital drives change

### What is Salesforce?

Salesforce is the world's #1 Customer Relationship Management (CRM) platform. It offers cloud-based applications for sales, service and marketing for small, midsize and enterprise organisations, with a focus on sales and support. It brings together all customer information in a single, integrated and scalable platform that enables businesses to build a customer-centred business from marketing right through to sales, customer service and business analysis. This gives businesses a more complete understanding of their customers to drive business success.

### Re-imagine your connection with customers

To thrive in the new world of digital, companies need to be faster and smarter, finding new ways to reach customers at every touch point. Success depends on the latest innovations in cloud, analytics, mobile, and social – and a whole new digital mindset.

Deloitte Digital's vision is simple. We empower our clients to reimagine how they connect and engage with their customers. Our goal is to be the best in world at driving digital transformation using the Salesforce platform. By redefining your customer's digital journey, you can look forward to stronger brand loyalty, a better customer relationship, and a sales process so personal it feels effortless.

We've transformed the traditional model of the way we work. We are one part agency and one part consultancy. Allow us to show you how our designs inspire, our industry experts understand your challenges, and our global team makes one-to-one customer relationships a reality.

### Different is better

No one likes to be marketed to, but everyone loves a great experience. It's in our digital DNA to help you create just this experience for your customers. The Deloitte Digital Salesforce practice is different in four distinct ways – creative firepower, industry perspective, Salesforce experience, and artful engineering.

Digital technology has changed the face of business as we know it.



Deloitte Digital is here to help you use it to your advantage.

**Deloitte Digital offers innovative tools and accelerators to help simplify the digital transformation from traditional business platforms to cloud-based AI solutions.**





## Service offering

Our service offering is based on a broad range of holistic solutions that covers industry-wide applications and includes tailor made customisation where required. To facilitate market entry to the cloud-based environment, we are introducing three Salesforce applications which include Sales Cloud, Service Cloud and Marketing Cloud.

## Sales Cloud

Want a big jump in revenues? Sell faster and smarter with the world's #1 sales platform.

The Sales Cloud is a CRM platform that enables you to manage your organisation's sales, marketing and customer support facets. If your company is engaged in business-to-business (B2B) and business-to-customer (B2C), then sales cloud is the service your sales team needs.

Sales cloud lets you build artificial intelligence right into the sales process. Automatically capture data and get instant insights, such as top leads, next steps, and suggested actions. Key features include:

- **Help reps sell smarter with an AI-powered sales platform.**
- **Accelerate productivity with a flexible user experience.**
- **Personalise the customer experience with a 360-degree view.**
- **Close more deals anytime, anywhere.**
- **Optimise the quote-to-cash process.**

## Service Cloud

Deliver a smarter, more personal customer experience on the world's #1 service platform.

The Service Cloud is a service platform for your organisation's customer service and support team. It provides features like case tracking and social networking plug-in for conversation and analytics. This not only helps your agents to solve customer problems faster, but also gives your customers access to answers. Using these answers your customers can solve problems on their own. Key functionality includes:

- **Lightning service console.**
- **Workflow and approvals.**
- **Telephony integration.**
- **Automation with macros.**
- **Custom reports and dashboards.**
- **Case management.**
- **Omni-channel routing.**
- **Social customer service.**
- **Account and contact management.**
- **Asset and order management.**

## Marketing Cloud

Raise your level of consumer engagement with the world's #1 marketing platform.

The marketing cloud provides you with one of the world's most powerful digital marketing platforms. The marketers in your organisation can use it to manage customer journey, email, mobile, social media, web personalisation, content creation, content management and data analytics.

The marketing cloud solution enables you to build a single, comprehensive view of each consumer to power 1-to-1 journeys, including:

- **Be consumer-centric.**
- **Connect every interaction.**
- **Market smarter with AI.**
- **Operate with ease.**
- **Manage B2C or B2B.**


**The Future Is Here**


Deloitte Digital enables your brand to find, win, and keep customers in ways you previously only imagined, and that are only now possible.


With a track record of collaboration and integration, Deloitte and Salesforce can help you in your efforts to achieve your business goals, whether it's through social, mobile and open collaboration in the call centre, or enhanced data analysis and interaction with clients. We're at the forefront of social computing, and together, we transform journeys and drive value by helping clients create the business processes and a computing foundation needed to succeed in today's customer-centric world.





Salesforce is the world's #1 Customer Relationship Management (CRM) platform. It offers cloud-based applications for sales, service and marketing for small, midsize and enterprise organisations, with a focus on sales and support. Sell, service, and market smarter through:

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A flexible, open, and adaptable software platform that delivers cutting edge digital technology to drive differentiation, innovation, and outstanding 360° customer engagement.
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A cloud-based digital solution that lowers risk and increases value, tailored to the ever-changing customer journey landscape.
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An approach that increases speed and agility to meet the increasing needs of sophisticated customers and deliver exceptional customer service, loyalty and advocacy – while extending your company's brand.
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A consultancy vision that allows for broad based transformation that delivers immediate value and expands across lines of businesses or channels as needed to deliver on your strategy.
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An implementation starting point that gets your company in-market quickly and generates faster ROI.

 For more information, please visit: [www.deloitte.com/mt/salesforce](http://www.deloitte.com/mt/salesforce) or contact:

**Claudine Cassar**  
ccassar@deloittedigital.com.mt

**Ludwig Micallef**  
lmicallef@deloittedigital.com.mt

**Juan Fach**  
jfach@deloittedigital.com.mt

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