

Elevated Customer Experiences

Leverage AI and integrated CRM analytics to drive revenue growth

In our post-pandemic landscape, opportunities for revenue growth and new market penetration are abundant for manufacturers with a data-centric, customer-first approach. New customer service channels, predictive maintenance, automation, AI, IoT, advanced analytics, and personalized sales campaigns – these strategies are all within reach for data-savvy manufacturers.

Argano helps clients seize these opportunities by harnessing the power of Salesforce to gain a 360-degree view of each customer.

Solution Overview

- **Sales Cloud**
 - Boost seller productivity and automate sales processes
 - Leverage integrated sales engagement platform
- **Sales AI**
 - Sell faster with trusted AI built directly into your CRM
 - Guide sellers to close
 - Foster stronger customer relationships with Einstein GPT for Sales

- **Data Cloud**
 - Unite customer data in a single-source-of-truth
 - Gain a 360-degree view of each customer
- **CRM Analytics** (formerly Tableau CRM)
 - Leverage enhanced reporting capabilities
 - Analyze and act upon customer data from any source
- **Revenue Intelligence**
 - Surface analytics and actionable insights to drive revenue growth

We know Salesforce

Argano is a longstanding Salesforce partner that empowers businesses to optimize operations, enhance customer experiences, and drive revenue by enabling agile and integrated business processes. Focusing on industry-specific best practices combined with extensive solution experience, we accelerate time-to-value for our clients' Salesforce initiatives.

Business Outcomes

- Reduced friction in the omnichannel customer journey
- Enhanced ability to identify new opportunities through better understanding of customers, segments, and trends
- Improved customer engagement to unlock revenue streams and services
- Greater insights into operations to optimize investments, reduce cost of sales, and increase upsell and cross-sell opportunities

Argano Differentiators

- Faster time-to-value
- Blended project teams with the right resources
- End-to-end solution demos for proof-of-concept
- Pre-sales resources ready to collaborate
- Extensive industry expertise and best practices

Find out how Argano and Salesforce maximize technology investments and drive success. Contact us today at salesforce@argano.com.