CASE STUDY

Salesforce.com

Salesforce.com helped customers succeed and gained brand loyalty using Macromedia® Breeze™ to deliver best practices presentations.

The Company
Salesforce.com is the world leader in on-demand customer relationship management (CRM) services. More than 227,000 subscribers at more than 13,900 companies worldwide depend on Salesforce.com to manage sales, marketing, customer service, and support operations. Salesforce.com was founded in 1999 and became a publicly traded company in 2004.

The Challenge
The challenge was to show subscribers how to make the most out of salesforce.com products, from rollout to advanced customization. Rather than rely on static Microsoft® PowerPoint® slides, Salesforce.com adopted the Breeze Training platform to deliver rich, narrated training sessions on demand, en masse. They wanted to reach customers day or night, keeping viewers engaged with rich media experiences. The project team needed to ramp up production quickly, to deliver easy-to-navigate content, and to do it cost-effectively. In addition, the team wanted to measure training course success by tracking presentation views to see if customers actually viewed all the content or just some of it. The solution had to be flexible, scalable and one that could keep up with the company’s rapid growth without burdening IT staff. Most importantly, there could not be any hidden costs.

The Solution
Salesforce.com pooled insight from thousands of customers and product experts into a Best Practice Center, creating a constant flow of tips and techniques, customer success stories, and step-by-step training. It made sense for a company that sells a hosted solution to practice what they preach. George Hu, vice president of strategy and marketing at Salesforce.com, said the decision to go with the hosted Breeze solution was a no-brainer.

In addition to building a comprehensive array of best-practice Breeze presentations on their website, salesforce.com used Breeze to bundle content at their annual user conference, rather than stick to the typical, single-media PowerPoint approach. Taking it one step further, they used Breeze presentations to inform 100 conference presenters about responsibilities and expectations, saving hundreds of hours of meetings.
On top of that, salesforce.com used the XML-based APIs to integrate Breeze easily into their proprietary content management product to analyze how customers use Breeze and to measure its impact. “It’s been amazing to see this marriage unfold. We catalog our Breeze presentations inside Salesforce and follow their metrics,” said Jamie Grenney, marketing manager, about their custom application that was built in less than a week. “It’s a classic coupling of a great content delivery product and an excellent analytics environment—a powerful match,” added Hu.

The Results

With 227,000 subscribers, salesforce.com is just scratching the surface of the power of Breeze. Shortly after adoption, 140 subject-matter experts completed 70 Breeze best-practice presentations in one week. Another 40 presentations went live in the next few weeks. After only eight months, 100,000 Breeze presentation views were logged, each averaging five minutes—deflecting over two months’ worth of 24/7 telephone support time.

At salesforce.com, return on investment is measured not just in dollars but on customer success. They want people to engage fully with their services, understand the full breadth of their application, and use it right. Breeze helps them build the kind of user community they seek.

In a recent survey by Info-Tech Research Group, 100% of salesforce.com clients surveyed were satisfied with the vendor and would recommend the product to their peers. “This outstanding customer satisfaction could not have been achieved without Macromedia Breeze,” said Hu.

Benefits Summary

Benefits for Salesforce.com

• Moved quickly from static PowerPoint presentations to engaging rich media content.
• Easy learning curve enabled rapid content delivery in weeks, not months.
• Deflected telephone support, enabling the sales teams to focus on primary responsibilities.

Benefits for end users

• Customers access relevant information in record time and easily relate to the personalized presentations.
• Customers learn to use salesforce.com services to the maximum potential, increasing success and product satisfaction.

“Macromedia has done it again! They have changed the entire dynamic of the industry with Breeze. Without a doubt, Breeze is the most exciting new service I have seen this year. Everyone should be using it to communicate with employees, customers, investors or in whatever it takes to get the word out. I am blown away by this technology.”

Marc Benioff
Chairman & CEO
Salesforce.com

Additional case studies can be found at: www.macromedia.com/showcase/
To contact a Breeze specialist in the US or Canada, call 1-888-649-2990
Worldwide, request a call from a Breeze specialist at www.macromedia.com/go/breeze_contact

Copyright ©2005 Macromedia, Inc. and its licensors. All rights reserved. Macromedia, the Macromedia logo, Breeze Presentation and Breeze Live are trademarks or registered trademarks of Macromedia, Inc. in the United States and/or other countries. Other marks are the properties of their respective owners.