



Products

salesforce sales cloud

salesforce app cloud

Industry

Telecommunications

Profile

Fiberlight is a provider of mission critical high performance networks in the Southern U.S., exclusively serving enterprise, carrier, government and service providers in 37 countries worldwide.

Company Size

130 Employees

Location

Alpharetta, GA

Optimizing Salesforce.com with Custom OSS App to Increase Adoption and Process Efficiency

THE CHALLENGE

- Fiberlight complained that too much manual data manipulation outside of Salesforce was required to produce reports for management
- Very low user adoption of Salesforce across business units
- Implementation partner botched deployment and provided no formal training
- Struggled to determine how to move forward and get value from their CRM investment

THE SOLUTION

- Configero conducted business process review to deliver strategic recommendations on how to best optimize Salesforce
- Configero guided customer through critical integration with existing ERP system
- Worked alongside executives to develop operations support system (OSS) strategy for increased value and impact to end customers

THE RESULTS

- Optimized Salesforce implementation to support development of thousands of Verizon Wireless cell towers nationwide
- Dramatically improved user adoption and process efficiency
- Strengthened customer relationship with Salesforce
- Salesforce is now backbone of the organization's operations