



NoVA Ascend Dynamics
TRANSFORMING VISIONS. IGNITING GROWTH

Capabilities

Salesforce



salesforce


The background of the slide features a dark blue field with several vibrant, multi-colored light trails in shades of cyan, magenta, and yellow, curving across the frame. The Salesforce logo, a blue cloud shape with the word 'salesforce' in white lowercase letters, is positioned on the right side of the slide.


About Us

Overview

 **4000+**
Employees

 **10**
Global Offices

 **9**
Development
Centers

 **1,00,000+** Sq.ft.
Office Space

Great
Place
To
Work.
Certified
INDIA

25+
YEARS OF
EXCELLENCE


 **CMMI DEV/5**

Clientele


 **1500+**
Clients


 **50+**
Countries

 **85%**
Clients Retention

 **22+**
Industry Verticals

Achievements

 **2000+**
Products Engineered

 **1500+**
Applications
Developed

 **12+**
Awards

< / > 20+
Million Development
Hours

Partners

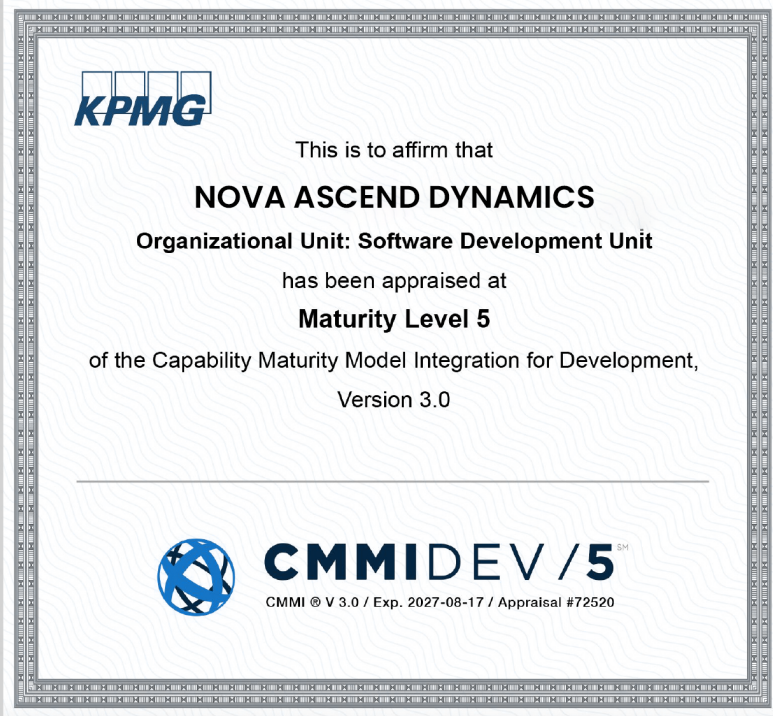


Microsoft

 **Google Cloud**

 **Magento**

Certified To Deliver Quality



ISO

9001:2015
Quality Management

ISO

27001:2013
Information Security

ISO

20000-1:2011
IT Management

ISO

22301:2012
Business Continuity
Management

What We Do

Team Augmentation

A team of 4000+ Battle Tested engineers across 100+ Different Stacks.

We are your Digital Factory, dedicated teams to supercharge your development throughput.

0 Operational Overheads.

Agile & On Demand.

Fixed Scope

We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

The Nova Ascend Dynamics approach ensures your projects are delivered with precision and excellence.

Managed Services

Our IMS services helps enterprises to run Business as usual.

With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.

Our Salesforce Capabilities

Salesforce Sales Cloud

Lead Management

Sales Forecasting

Reports and Dashboards

Partner Management

Opportunity Management

Salesforce Service Cloud

Customer Service Management

Self-service Management

AI for customer service

Digital Channels

Field Service

Salesforce Marketing Cloud

Email Studio

Social Studio

Pardot

Advertising Studio

Customer 360 Audiences

Google Marketing Platform

Salesforce Commerce Cloud

B2B Commerce

B2C Commerce

Order Management

Content Management

AI for Commerce

Salesforce Financial Service Cloud

Wealth Management

Insurance

Banking

Salesforce Einstein

Einstein Prediction Builder

Einstein Bots

AI Deep Dive

Salesforce Community Cloud

3rd party Data Integration

Branded Community

Business Integration

Customization

Mobile Optimization

Personalization

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Salesforce Development Services

01.

Salesforce Consulting

Our committed CRM professionals assist you in maximising the possibilities of your Salesforce deployment by helping you enhance your sales cloud, pardot, and marketing cloud capabilities.

02.

Salesforce Customization

With the greatest salesforce development services, from dashboard customization to style and logic, we will provide you a wide range of amazing salesforce customisation solutions.

03.

Salesforce Integration

Provide your company complete operational insight by integrating Salesforce with any cloud-based or on-premises system, including order management, marketing automation, and enterprise resource planning (ERP).

04.

Salesforce Implementation

Take advantage of result-driven Salesforce CRM installation services to implement a variety of Salesforce solutions from various industry verticals and to get rid of any complexity or bottlenecks.

05.

Salesforce Support

Obtain maximum assistance from feature improvements, maintenance, and performance monitoring to guarantee consistent performance and prompt improvement as necessary.

06.

Salesforce App Development

Our whole suite of Salesforce app development services are at your disposal to design smart Salesforce apps. With our outstanding expertise, we can remodel your business beyond its bare functions.

Salesforce Technologies Experience



Apex code



Appexchange



Visualforce



Customer 360 Platform



Lightning Web Components



Communities



REST/SOAP API



Aura/LWC



Salesforce 1

Industries Served



ISVs-Digital Products & Platforms



E-Commerce & Retail



Education & E-Learning



Financial Services



Healthcare



Hospitality



Logistics & Supply Chain



Manufacturing



Media & Entertainment



Professional Services



Real Estate



Telecom

15+ years

of expertise in CRM consulting

100+

Salesforce Developers

24x7

Technical support

Selected Clientele

Deloitte.



BCG



ebay



T Mobile



Forbes



Moët Hennessy

Johnson & Johnson



Zimmer

pepperfry

turtlemint



Craftsvilla



The background features a series of thin, light blue lines that originate from the bottom center and curve upwards and outwards towards the right side of the frame, creating a sense of motion and depth against the solid black background.

Case Studies

Utilized Salesforce to streamline database and integrate modules.

A Leading Automotive Paint & Supply Distributor Providing Collision Repair Products & Services.

Lead Generation

Salesforce

UI/UX

Enhanced Performance

Outcomes

Innovative Modules

- Developed modules for Vendor Management, Catalog Management, and Spotlight Products using Salesforce.

Enhanced Lead Generation

- We implemented Salesforce web-to-lead forms to streamline lead capture processes.

Data-Driven Decision-Making

- Incorporated Salesforce as a central repository for all lead and product data, helping actively leverage data-driven insights for more effective decision-making.

Solutioning

Challenges

- Manual lead data entry was time-consuming and error-prone, slowing down response times.
- Vendor information and communication management were inefficient and scattered.
- Product information updates were cumbersome and often led to outdated data.

Solution Highlight

- Implementing Salesforce web-to-lead forms automated lead capture, reducing manual effort and errors.
- The Vendor Management module in Salesforce centralized vendor data, contracts, and communications.
- The Catalog Management module in Salesforce enabled real-time product updates, ensuring accurate information presentation.



Search Salesforce



DASHBOARD 3 - Sales & Marketing Adoption

As of Sep 2, 2015 6:30 PM Viewing as Josie Chiles

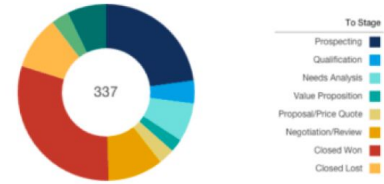
Refresh Edit

Count of New OPPORTUNITIES



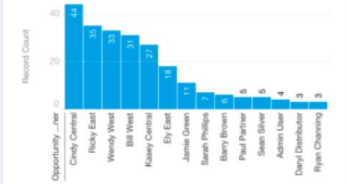
[View Report](#)

OPPORTUNITIES by Stage Entered



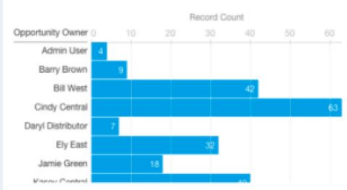
Are users using Salesforce to better manage the OPPORTUNITY lifecycle and provide visibility to... | [View Report](#)

Open OPPS w/out Key Fields Populated



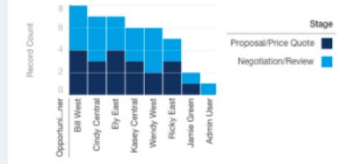
Are users using Salesforce to better manage the opportunity lifec... | [View Report](#)

New OPPORTUNITY Trend by Owner



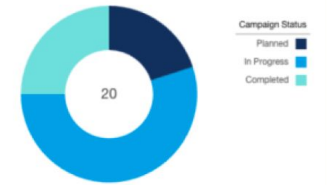
[View Report](#)

OPPORTUNITIES w/No Opp Products Proposal & Negotiation Stages



Are users using Salesforce to better manage the OPPORTUNITY lif... | [View Report](#)

New CAMPAIGN Trend by Status



[View Report](#)

Streamlined customer flow management in Salesforce.

An Interior Design And Home Furnishing Company Specializing In Interior Design Solutions.

Inventory Management

Salesforce

UI/UX

Streamlining Customers

Outcomes

Inventory Management

- Leveraged salesforce to seamlessly manage inventory across multiple locations.

Enhanced Customer Flow Management

- Salesforce enabled employees in all showrooms across India to efficiently manage the customer journey, starting from lead generation to order creation.

Customer Service

- Unified data access with salesforce for enhanced efficiency helped streamline customer service.

Solutioning

Challenges

- Simplifying Complex Customer Flow Management.
- Tracking inventory accurately across various locations resulted in discrepancies due to manual data entry errors or delays in updating records.
- Customer data was scattered across various systems and databases, making it difficult for customer service representatives to access complete and up-to-date information.

Solution Highlight

- Implemented custom Salesforce workflows and process automation to manage the flow of customers effectively.
- Salesforce allowed real-time tracking of inventory levels across all locations. Automated updates minimized data entry errors, ensuring accuracy.
- Salesforce served as a centralized repository for customer data, consolidating information from various sources into a single, accessible platform.

Dashboard Key Performance Indicators

Track cases and trends against your company goals. Last refreshed 2 days ago. Refresh this dashboard to see the latest data. As of Jan 20, 2020, 11:27 AM - Viewing as Megan Sabine

Refresh Edit Subscribe

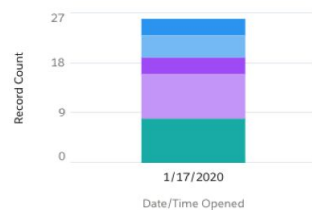
Open Cases by Status



- New
- Open
- Pending
- Escalated

Open the report to see a detailed view. View Report (KPI: Open Cases by Status)

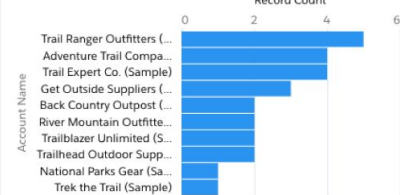
Cases Opened This Quarter by Channel



- Email
- Phone
- Web
- Facebook
- Twitter

Open the report to see a detailed view. View Report (KPI: Open Cases by Day)

Open Cases by Account

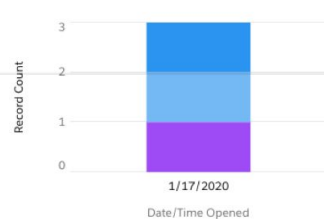


Open the report to see a detailed view. View Report (KPI: Open Cases by Account)

Percent of Open Cases Escalated

10%

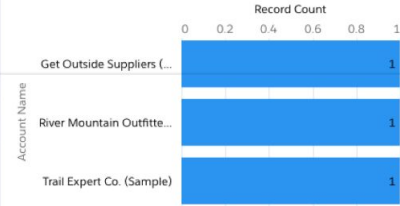
Escalated Cases Opened This Quarter by Channel



- Email
- Phone
- Web

Date/Time Opened

Escalated Cases by Account



Salesforce Helped Make Informed Decisions, Efficient Support, and Data-Driven Sales Growth.

An Indian Over-The-Top Streaming Service offering films, shows, live sports, and original content.

Customer Retention

AI

UI/UX

Outcomes

Improved Decision-Making

- With a comprehensive view of the data through Salesforce Einstein Analytics, decision-makers can make more informed and data-driven choices.

Improved Service Quality

- Salesforce offered customer service capabilities based on automation that allowed organizations to deliver more efficient and effective support.

Actionable Insights

- Salesforce analytics and reporting features helped track sales performance, identify opportunities for growth, and make data-driven decisions.

Solutioning

Challenges

- Managing customer interactions through a centralized platform with data accuracy and relevancy.
- Handling and analyzing large volumes of data from multiple sources can be complex and time-consuming.
- Tailoring Salesforce to meet specific business needs.

Solution Highlight

- Implemented Artificial Intelligence (AI) for predictive analysis to tailor communication and offerings effectively.
- Implemented data warehousing solutions like Salesforce Einstein Analytics to centralize and simplify data access.
- Used Salesforce's declarative customization features and low-code tools like Salesforce Lightning App Builder to simplify customization while reducing the need for extensive coding.

Won Opportunities

48,940 Opportunity Value

Opportunity Won - Acme Inc. | Today

Top Opportunities by Probability



Probability | Opportunities

Top opportunities by probability - Acme Inc.

Leads this Week

345 Leads ↓ 11.31%

% Won Deals

148

30.83% of 480 Won Deals

Gauge using SOQL query - Acme Inc.

Won Deals Trend

14,556 USD ↑ 18,124 30 Jun
↓ 1,554 03 Jul



Named line graph use... - Acme Inc.

Deal Status

Opened Vitrucon corporation deal

Customer Response to Promotions

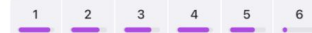


- 1st Anniversary 24.2%
- Dream vision 20.66%
- Fast delivery 16.73%
- Online pvt sale 16.28%
- Happy life 13.17%
- Others 8.96%

Pie chart using SOQL query - Acme Inc.

Sales Month Density

M T W T F S S



Built a reward engine module on Salesforce.

A Cloud-Based Reward Management System With Local And Global Fulfillment Capabilities.

Automated Analytics

UI/UX

Data Management

Outcomes

Loyalty Programs Integration

- Salesforce offered robust integration capabilities that allowed to seamlessly connect the loyalty and incentive programs with external partners and reward providers.

Automated Analytics

- Salesforce helped track and analyze user engagement with reward programs provides organizations with valuable insights.

Unified Data Management

- Salesforce provided a unified platform for managing customer data, including their participation in loyalty and incentive programs.

Solutioning

Challenges

- Integrating loyalty and incentive programs with external partners and reward providers
- Efficiently tracking customer data and various programs across multiple locations.
- Tracking and Analyzing User Engagement Across Varying Reward Programs

Solution Highlight

- Utilized Salesforce's robust API capabilities to establish seamless connections with external systems.
- Leveraged Salesforce's robust data and inventory management capabilities to ensure up to date database.
- Salesforce's flexibility allowed for the creation of program-specific metrics and reports.



Closed this Quarter

18k

Average Deal Age

267

Closed this Month

7.8k

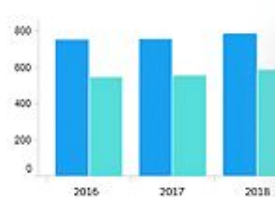
Completed Activities

1.5k

Deals by Segment



Monthly sales comparison



Month on month sales evolution

CLOSE DATE	EVOLUTION
October 2016	1,372
November 2016	178
August 2016	149
March 2016	76
July 2016	43
February 2016	32
June 2016	5
April 2016	-17
May 2016	-59

Daily sales comparison



Verizon 2:43 PM

Sales Pipeline

Nov 9, 2019 2:44 PM · As Adam Burns

Opportunity Pipeline Set to Close This Q...

448,400

Top 5 Accounts by Open Opportunities

Current FY

Account Name	Sum of Amount	Type
Trailblazer Unlimi...	~90k	New Business
Universal Technol...	~85k	New Business
Digitex	~65k	Existing Business
GetOutdoors.com	~60k	New Business
Trail Expert Co.	~55k	Existing Business
South Ridge Who...	~45k	Existing Business

Type: New Business Existing Business

Refresh

Utilized Salesforce for reporting and automation, improving user experience.

An insurance company owned entirely by its policyholders.



Outcomes

Insightful Reporting

- Utilized Salesforce reporting capabilities to create detailed reports and dashboards.

Automation

- Salesforce automated manual tasks, enabling the team to focus on strategic tasks rather than repetitive administrative work.

Enhanced User Experience

- Salesforce helped create an interface for new User Accounts and Profiles within the role hierarchy, guaranteeing a user-centric experience.

Solutioning

Challenges

- Managing vast datasets for detailed reports is complex.
- Manual processes were prone to errors, affecting data accuracy and business operations.
- Meeting specific user interface requirements for different profiles and roles within the organization was intricate.

Solution Highlight

- Salesforce created reports to specific needs, simplifying complex data and ensuring relevance.
- Utilized Salesforce automation tools to automate manual tasks, reducing human intervention.
- Implemented role-specific customization to provide a personalized experience, addressing the unique requirements of each role.

-67.58%
Claims

60.00%
Policies

02
Ongoing

06
Previous

15
Ongoing

09
Previous

Claim Details

Claim Date	Policy Type	Claim Amount
2 July 2022	Life Insurance	\$45000
12 July 2022	Accident Insurance	\$198000
18 July 2022	Auto Insurance	Customer: 1

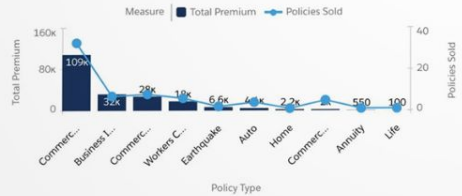
Claim Amount

Claim Amount

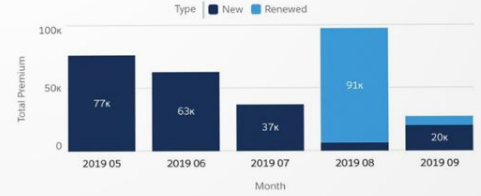
Key Metrics YTD ▾

Premium of Policies Sold USD 203,439.38	Policies Sold 68	Premium of Policies Renewed USD 98,282.62	Policies Renewed 19	Lead Conversion Ratio 0%
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Sales Performance by Policy Type YTD ▾



Monthly Sales and Renewals



Renewals Performance by Policy Type MTD ▾



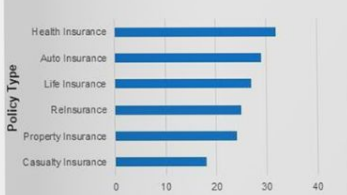
Claims Settled and Average Settlement Time YTD ▾



Customer Feedback



Avg. Days to Settle a Claim





NoVA Ascend Dynamics
TRANSFORMING VISIONS. IGNITING GROWTH

CMMI Level 5

Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

(571)554-6682

www.novaascendynamics.com

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