



Transform the Way You Reach Your Customers

Salesforce Solutions that transform the way you reach your customers at all stages of the customer journey.

A fully integrated Salesforce is a powerful Salesforce. It unlocks the ability to optimize the complete customer journey, converting prospects into buyers and transforming new customers into lifelong advocates. Each touchpoint presents an opportunity to grow your customer base. With Salesforce Sales Cloud, Service Cloud, and Mulesoft, these touchpoints can be quickly and efficiently scaled to maximize impact. As a Salesforce Crest Partner, CapTech recognizes the importance of seizing these customer moments. Our team of Salesforce experts builds Salesforce solutions that broaden your reach and deepen your relationships at all stages of the customer journey.




**SALESFORCE
CREST
IMPLEMENTATION
PARTNER**





**220+
CERTIFICATIONS**

Our Salesforce Effectiveness Framework

CapTech's Salesforce Effectiveness Framework begins with a quick and repeatable assessment that will:

- 

Develop a future state technology architecture and identify process improvements that best support business objectives.
- 

Maximize the value of Salesforce platforms to drive user adoption and consolidate disparate and legacy applications.
- 

Provide actionable insights from Salesforce and other integrated systems that enable active management of sales and marketing activities.

Whether your business strategy is sales optimization and growth, improved marketing effectiveness, modernizing customer support, or automating manual processes, our framework will chart the right path to Salesforce effectiveness.

Our Salesforce Platform Expertise

EXPERIENCE

Diverse Salesforce experience across clouds and products

- Sales Cloud
- Service Cloud
- Revenue Cloud (CPQ)
- Experience Cloud (Communities)
- Field Service Lightning
- Financial Services Cloud
- MuleSoft

CREDENTIALS

Verified Salesforce platform expertise

- Registered Salesforce implementation partner
- 220+ certifications
- Experienced Salesforce practitioners across our eight CapTech U.S. offices and 30+ states

OPTIMIZATION

Experience to take your Salesforce implementation to the next level

- DevOps & CI/CD pipeline buildout
- CX/UX design
- Modern declarative development
- Cutting-edge development framework expertise

COMPLETE SOLUTIONS

Holistic expertise to drive value beyond the Salesforce platform

- End-to-end enterprise implementations
- Bespoke user experiences
- Organizational Change Management for Salesforce training and adoption
- Data architecture and integrations

Client Success Spotlight

A Fortune 500 auto retailer wanted to create a single, seamless user experience, for any type of customer — whether that customer needed help from someone on the phone or wanted to move through the sales process without talking to anyone. To achieve this goal, they needed Salesforce to communicate to and from the web, their master data management system and inventory systems, their document center, and SMS platforms.

RESULTS:

- Web service APIs achieved a rich integration with their dotcom site, their legacy applications, and their emerging ecommerce stack.
- Reminders increased show rate by 9%, resulting in an estimated 20 million dollars in revenue.



About CapTech

CapTech believes great engineers make great salesforce developers. Our consultants don't just know Salesforce. They bring diverse expertise across disciplines from web service integration to OCM to DevOps and everything in between to ensure you're getting the experience that maximizes your Salesforce investment and drives your enterprise success.

Let's do next together.

captechconsulting.com

CapTech is a national consulting firm that helps clients grow efficient, successful businesses. We do so by bringing the data, systems, and ingenuity organizations need to stay ahead and transform what's possible in a changing world. Here, we're master builders, creators, and problem solvers who find inspiration in the unknown and enjoy getting our hands dirty as we design solutions for each client. Across industries and business goals, we fuse technical depth and analytical prowess with creative savvy to ignite innovation and move business forward. This drive helps each organization use technology, management, and insight to turn ideas into action. Together, we create outcomes that exceed the expected — which is one of the reasons we've been on the Inc. 500/5000 list for over a decade.

Connect with us [in](#) [@](#) [@captech_consulting](#)

© 2024 CapTech Ventures, Inc. All Rights Reserved.

CapTech