

Telekom MMS

# Salesforce Health Check

Customer relationship management  
tested for process and technology



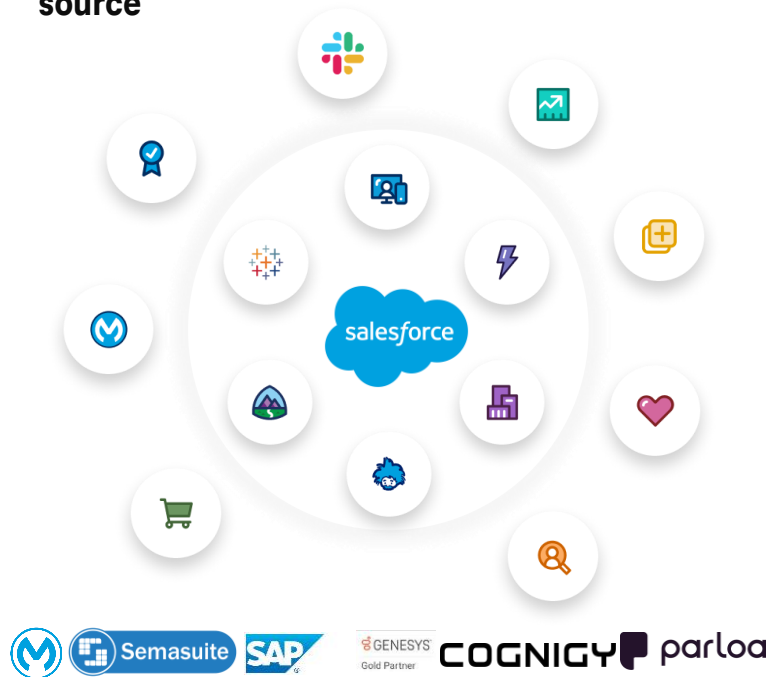
# Our possibilities as

## Advice from a single source



Digital strategy  
& change  
management

## Licences & implementation from a single source



 **COGNIFY**   
AI implementation - from Voicebot  
| Chatbot to Einstein



Support for connecting all systems

Robotic Process Automation  
Automated data processing

## Lead-to-cash from a single source

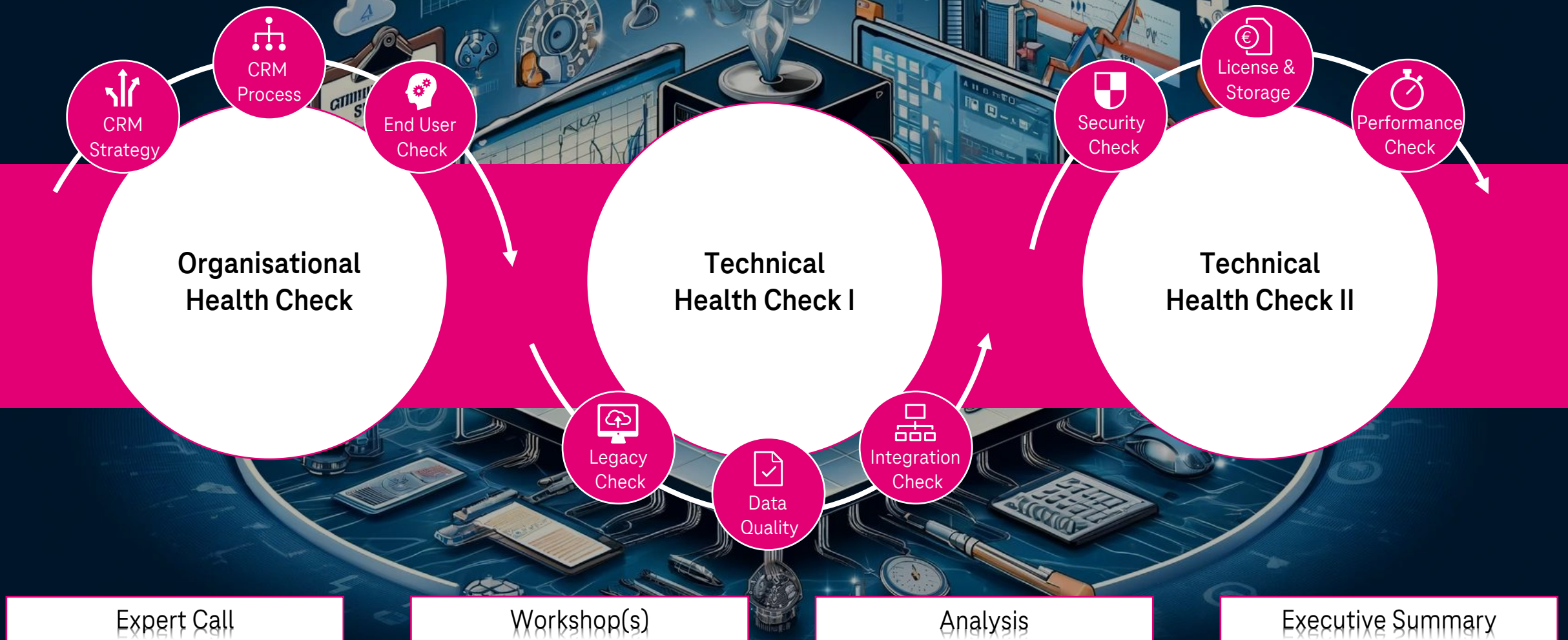
Salesforce  
Marketing  
Cloud/Pardot

SAP ERP





# Our Salesforce Health Check procedure



# CXM-Quick Health Check with



## Expert Call

60 minutes exchange with CXM experts

**Free of charge**



## CXM-Check: Organisation

- Analysis and joint development of the CRM strategy
- Analysis of the CRM ACTUAL and TARGET process (derivation of use cases)
- Analysis & evaluation of end user empowerment (derivation of measures)
- Prioritisation of organisational recommendations for action



## CXM-Check: IT

- Review of current CXM system utilisation (marketing - sales - service)
- Identification of areas for improvement (process-related and technological)
- Prioritisation of recommendations for action
- Creation of a customised roadmap



**Executive Summary** incl. recommended action and CXM Health Check documentation



ACTUAL Condition  
& Pain Points



Quick Orientation



CXM-Vision &  
Strategy



Digital  
Roadmap



Cost & planning  
security



# We love customer experience.

Find out how to enhance your customer experience efficiently with Telekom MMS. Optimize your business processes, satisfy your stakeholders, meet your business targets.

We are your partner - competent, agile & always keep pace with the times!



Telekom MMS

We take care of...

Configuration  
Development  
Architecture  
Migration

**One Partner – End2End:**

Consultancy  
Licences  
Implementation  
Support

**Own Assets**  
from AI  
to IoT

We know what we are doing



We love Salesforce and Salesforce loves us

