



# THINK DIRECT MARKETING GROUP

## EnablePath Implements Service Cloud to Help ThinkDirect Marketing Group (TDMG) with Client Services

Think Direct Marketing Group (TDMG) provides a wide range of services to facilitate business development and lead generation to various industries. TDMG's 900 seat, state-of-the-art call center provides highly trained and experienced sales associates for both inbound and outbound telemarketing and customer service programs. TDMG's unique model enables them to capture key data, including demographic detail and transactional information, allowing their partners to concentrate on the customer relationship.

### Challenge

Think Direct Marketing needed a centralized Service Cloud solution that could quickly enhance their service department and drive user adoption.

They also needed:

- Native Application Set Up
- Deployment of a pilot program to support initial users
- Support Subscription Management
- Payment Processing through ChikPea
- Invoice Generation Capabilities
- Support Membership
- Integration with a Point-of-Sale System
- Key Financial Reporting

### Solution

EnablePath implemented **Salesforce Service Cloud** to support TDMG's new partner membership products, provided by Augeo, including both Beyond Savings and Simple Shopping.

- At the POS, an order creation occurs and the sale is fed into Salesforce through ChikPea, making it available for support in Service Console. There is a risk-free trial period of 30 days, with an indicator of the customer's ability to pay based upon a sale. If not otherwise canceled within a designated time, and depending on whether fulfillment is to be done via email or USPS, the order becomes authorized to bill.
- The QA department completes its review within 2 business days of the POS, either placing the order on hold or allowing it to proceed as a valid sale. The membership programs have different trial periods based on the fulfillment method.
- Salesforce's flow was used to support the 'Customer Save Process' for those that call in to cancel.

### Result

Successful change management was enabled, optimizing how TDMG handles membership and related customer service. This flexible solution was designed for future expansion and growth. TDMG now has quick stand-up functionality for their customer service department for all new business.