



A high impact consulting engagement where App Solve re-deployed the customer's sales environment using our patented 'Re-Optimization' process

COMPANY PROFILE:

The Franchise Brokers Association (FBA) had been long time Salesforce.com users. Like many companies, processes began to change, configurations were made, and employees left without documented processes and the platform became difficult to unravel. The FBA needed to completely re-engineer their lead attainment and assignment process as they had a huge number of leads coming to them through upwards of 10 different sources.

THE CHALLENGE:

App Solve worked closely with the FBA to understand their current lead processes and sources, then implemented a plan to re-create the entire process around automation, efficiency and productivity.

THE SOLUTION:

App Solve created new lead automation, lead assignment rules and integrated a 3rd party application to handle their incredibly high volume of leads from their extensive variety of sources.

THE RESULTS:

The FBA is now able to receive their exponentially increasing high lead volume efficiently and effectively through the use of the Salesforce web-to-lead functionality that App Solve created and configured.