



Solar Victoria grows its capabilities with Salesforce Marketing Cloud

CUSTOMER
Solar Victoria

LOCATION
Victoria, Australia

INDUSTRY
Public Sector



Challenge

- Whilst already using Salesforce Marketing Cloud (SFMC), Solar Victoria approached DXC Technology having experienced challenges with the original implementation of their Marketing Cloud instance set up by a previous vendor
- The project was behind schedule and did not meet best practice, causing issues around user adoption



Solution

In just four weeks DXC delivered:

- A platform audit and series of discovery and design workshops to identify and understand the key elements, allowing prioritisation of requirements and rectification tasks
- Configuration of the base elements (eg SSL certificates, MobileConnect long code provisioning) which were not initiated, allowing Solar Victoria to be able to use SFMC features and functionality
- Finalised integration between Sales Cloud and Marketing Cloud and updated the data model to make data available for the marketing automations with Journey Builder
- Set up and activated two customer journeys – offering immediate time savings to the Solar Victoria team so they no longer needed to manually create and send communications
- Built, tested and deployed new email templates to enable on-brand communications
- Conducted platform familiarisation sessions to enable the Solar Victoria team to use Marketing Cloud and realise the benefits of the integration with Salesforce CRM



Results

- A rapid rollout to quickly rectify incomplete platform configuration allowed Solar Victoria to start using Salesforce Marketing Cloud and realise the benefits of enhanced efficiencies and on-brand communications



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“The report delivered by DXC clearly outlined the gaps and provided recommended solutions. Solar Victoria was able to use the report as the basis to make informed decisions. DXC was dedicated to providing high quality work in a timely manner, ensuring risks and issues were highlighted. DXC stood out as a great service provider as they demonstrated extensive knowledge and experience of Salesforce Marketing Cloud, especially when working with Solar Victoria to overcome unexpected challenges throughout the journey. The deliverables have set up a strong foundation for Solar Victoria; to bring service excellence to its customers and stakeholders.”

Ginger Yeh

Delivery Lead | Customer Experience

Solar Victoria | Department of Environment, Land, Water and Planning

Learn more at
dxc.com/au/practices/salesforce

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