

salesforce

zensar

A Guide to a successful **Salesforce Lightning Transition**

White Paper



Why migrate from Classic to Lightning?

The Salesforce Lightning platform allows you to make a cultural shift in terms of speed and increased productivity, and helps you deliver excellent customer experiences, through a faster, more intuitive next-generation user interface. A study conducted by Forrester consulting on the financial impact of Salesforce Lightning over Salesforce Classic suggests it has an ROI of 475% on Service Cloud and 341% on Sales Cloud.

Advantages of Salesforce Lightning:

Salesforce Lightning's focused and actionable framework ensures that your teams can focus on completing tasks, rather than spend time on finding and aligning them. Here is how it can help:



Your sales teams:

Lightning's easy-to-use interface, drag and drop customization capabilities, access to an ecosystem of helpful apps helps your teams take informed, quick actions that boost win rates.

Your service teams:

Lightning enables the service agent to access all the information required in one place without switching screens and thus reduces the support handle time.



Your IT teams:

Lightning has been crafted to reduce the load on IT teams, & improve IT productivity by enabling faster feature development with reusable components easy customizations.



Zensar's approach for an effective Lightning transformation

For companies to reap the full benefits of Lightning, it is essential to partner with solution providers who understand business needs and the Salesforce ecosystem. We at Zensar, bring with us Salesforce Lightning implementation expertise and a unique methodology, that allows us to anticipate and adapt to client requirements.

Transformation



Visualize

Challenge existing business process

Gather metrics & KPIs

Understand migration scope



Assess & plan

Define migration roadmap

Define execution plan

Define training plan

Simplify business process



Build

Develop reusable components

Implement new features like omnichannel experience

Perform cleanup



Test & re deploy

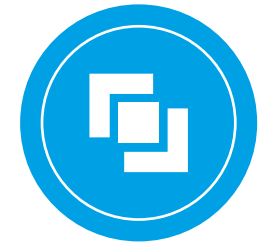
Perform SIT & UAT

Phased/complete roll out



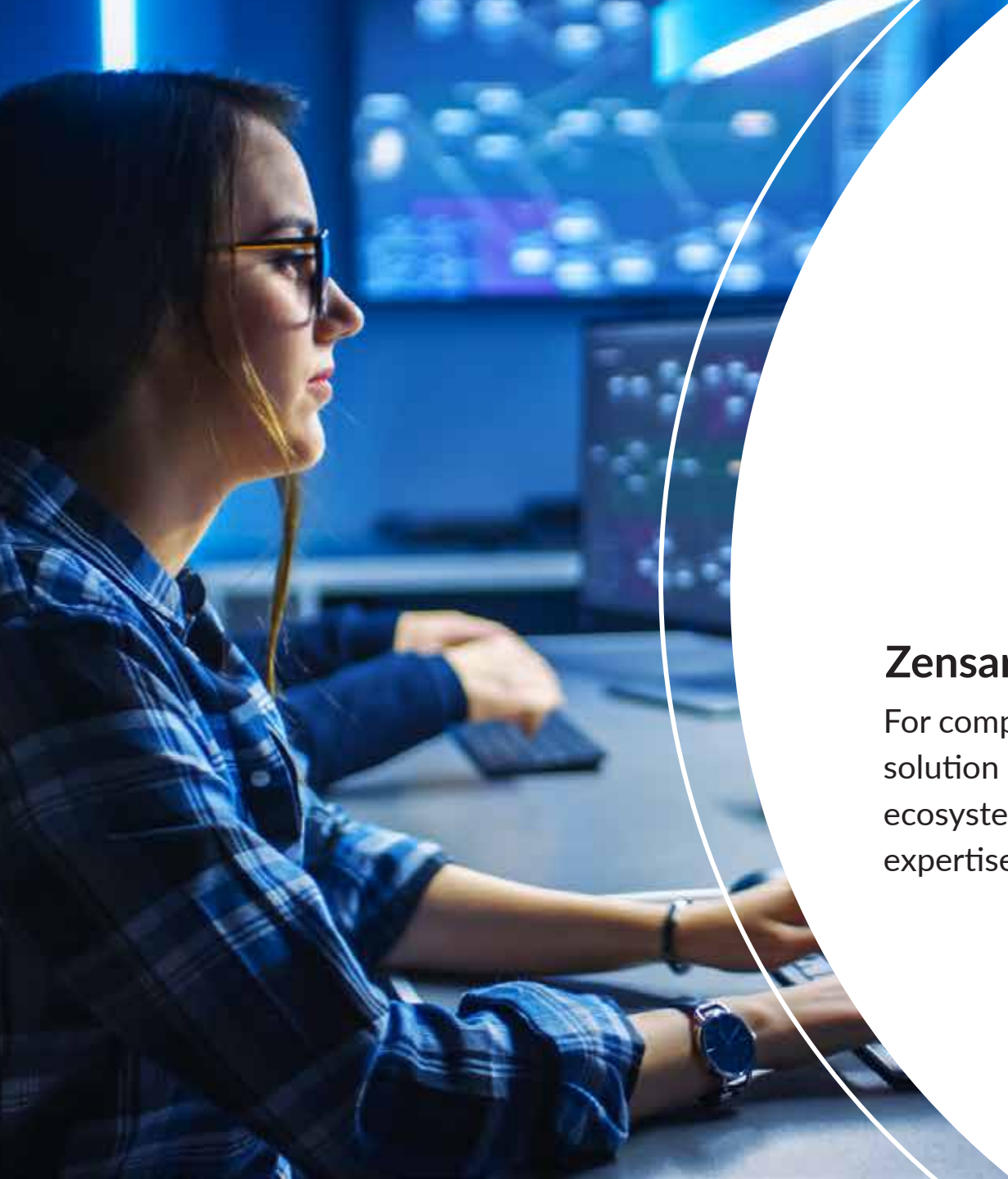
Adopt

End-user training



Realize

Collate & compare key metrics & KPIs



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Experience a seamless Lightning migration with Zensar

Typical challenges of Lightning migration...

Complex customizations make lightning migrations challenging. The solution partner should be skilled enough and have expertise in analyzing the customizations made in classic and finding alternate solutions in Lightning.

Post-migration performance issues might crop up, which can create roadblocks in completing the user journey. The underlying problem can vary from anything on component design to data quality. This must be proactively analyzed post-deployment and immediately fixed.

Adopting is the key to maximizing the investment on Lightning. Users lacking readiness not knowing how to work with Lightning can mean that the tool remains underutilized

...and how Zensar solves them

- Salesforce complexity assessment
- Customized code mapping where adjustments are needed
- Pre-built reusable lightning components that reduce time to market

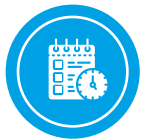
- Identification of high-risk features with real-time visibility
- Data-driven development and testing plans

- Guided user acceptance
- Detailed implementation documentations
- End-user training
- Complete change management support

Here's how Zensar helped with the Lightning transformation of a leading US-based sensor manufacturer in the automotive, defense, aerospace, and consumer electronics segment

The challenge

The client's biggest challenge was their long support handling time, due to tasks spread over multiple screens, insufficient access to information, time spent in compiling and filling in data, inability to measure agent productivity across multiple channels. This led to:



An SLA coverage of lower than 80%



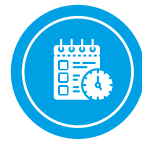
First-contact resolution of only 70%

Our impact

We were able to organize our client's data and screens better, with Lightning, so the agent had quick and easy access to relevant information. Omnichannel Lightning also helped our client gather metrics on agent productivity across channels. This helped:



Reduce overall call handling time by 40% from 12 minutes to 7 minutes



Increase SLA coverage to more than 95%



Boost first-contact resolution to a healthy 90%



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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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