THINK CLOUD!

CloudRamp
Technologies

We connect businesses and customers
with world's **#1 CRM**

CLOUDRAMP

CloudRamp team of world-class experts with deep knowledge of Lead to Cash processes and technologies that power them. Collectively, we have immense experience working on CRM, CPQ, Billing, ERP, and related transformations for large and complex enterprises worldwide.

Salesforce is the world's most reliable (CRM) platform. We at CloudRamp help your marketing, sales, commerce, service, and IT teams work as one – so you can keep your customers happy. We provide strategic advisory, implementation, and managed services to many of the world's leading organizations.

All our engagements are conducted by industry consultants with deep expertise across Salesforce.

CloudRamp Technologies

PLANNING AND ADVISORY

Let CloudRamp professionals create a project roadmap to show you the way forward

CLOUD MANAGED SERVICES

Tap into a dynamic technical support network that scales with your organization's needs

APP DEVELOPMENT

Create digital experiences that engage your users and increase your bottom line

IMPLEMENTATION

Let CloudRamp professionals create a project roadmap to show you the way forward

INTEGRATION

Connect platforms to unlock hidden opportunities, efficiencies, and customer insights

OPTIMIZATION

Liberate your people to do what they do best–and let technology handle the rest

OUR SERVICES

We divide our services into 6 categories:

CloudRamp Technologies

WHY CLOUDRAMP?

We at CloudRamp are advisors, engineers, and designers solving business challenges with innovative technology solutions. Transforming businesses into cloud-first enterprises for scale, speed, and sustainability.

We empower enterprises and software companies to (re)identify their differentiation, accelerate solution development, and vigorously compete in today's digital economy—no matter where they are in their journey.

We partner with clients on all parts of their cloud journey, right from decision-making to deployment, helping modernize and migrate existing infrastructure into secure, multi-cloud environments, seamlessly.

Partner with CloudRamp, and you're covered from end to end. Engage us for a specific issue, or let us take you from design to launch to ongoing support.

OUR CORE VALUES

What unites us drives us forward.

Everything we do as a business and as individuals is governed by our core principles. Through our activities, we hope to inspire the entire industry, bring out the best in one another, and offer success to our customers.

Trust

We act as trusted advisors.

We earn the trust of our customers, employees, and extended family through transparency, security, compliance, privacy, and performance. And we deliver the industry's most trusted infrastructure.

Equality

Everyone deserves equal opportunities.

Everyone should, in our opinion, be heard, valued, and given the tools they need to succeed. Hearing different points of view encourages innovation, strengthens interpersonal relationships, and improves our organization.

Customer Success

When our clients succeed, so do we.

So we champion them to achieve extraordinary things. We innovate and expand our business offerings to provide all our stakeholders with new avenues to achieve ever-greater success.

Sustainability

We are taking significant measures to tackle the climate issue.

We are dedicated to using Salesforce to accelerate the world's journey to net zero.

Transformation

We transform together.

We create products that best meet the demands of our customers' businesses thanks to their feedback. Giving our customers continual technological releases and new initiatives provides them a competitive edge.

WHAT IS CRM?

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution enables you to concentrate on the relationships that your business has with specific individuals, such as clients, service users, coworkers, or suppliers, throughout the course of your interactions with them. This includes finding new clients, gaining their business, and maintaining and enhancing your relationship with them

See the world's #1 CRM, Salesforce, in action:.

CloudRamp Technologies

WHO IS CRM FOR?

A CRM system gives everyone – from sales, customer service, business development, recruiting, marketing, or any other line of business – a better way to manage the external interactions and relationships that drive success. A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location – and make information about every customer interaction available to anyone at your company who might need it.

CRM can help companies of all sizes drive business growth, and it can be especially beneficial to a small business, where teams often need to find ways to do more with less.

Running a business without CRM can cost you real money

More administration means less time for everything else. An active sales team can generate a flood of data. Reps are out on the road talking to customers, meeting prospects, and finding out valuable information – but all too often this information gets stored in handwritten notes, laptops, or inside the heads of your salespeople.

Details can get lost, meetings are not followed up on promptly, and prioritising customers can be a matter of guesswork rather than a rigorous exercise based on fact. And it can all be compounded if a key salesperson moves on. But it's not just sales that suffers without CRM.

Your customers may be contacting you on a range of different platforms including phone, email, or social media – asking questions, following up on orders, or contacting you about an issue. Without a common platform for customer interactions, communications can be missed or lost in the flood of information – leading to a slow or unsatisfactory response.

Even if you do successfully collect all this data, you're faced with the challenge of making sense of it. It can be difficult to extract intelligence. Reports can be hard to create and they can waste valuable selling time. Managers can lose sight of what their teams are up to, which means that they can't offer the right support at the right time – while a lack of oversight can also result in a lack of accountability from the team.

How can CRM future-proof your business?

The COVID-19 pandemic has had a profound effect on Indian businesses and consumers. With the recent popularity surge of e-commerce, it's never been more important for businesses to provide an excellent customer expense. A robust CRM can ensure your customers are also your advocates.

1

BOOST CUSTOMER EXPERIENCE WITH *unified* CRM SYSTEMS FOR SALES, MARKETING, AND CUSTOMER SERVICE.

55%
of the shoppers are now more frequently purchasing food and groceries online rather than in-store.

62%
of the customers say they share bad experiences with others.

66%
of the millenial consumers expect real-time responses and interaction.

90%
increase in online transactions in June 2022(36 trillion).

90%
of customers won't do business with a company if they can't use their preferred channels.

2

PROVIDE *engaging and unbeatable*
USER EXPERIENCE THROUGH *hyper*-PERSONALISATION.

84%

of customers say being treated like a person, not a number, is very important to winning their business.

72% consumers

89% Business Buyers

say they expect companies to understand their unique needs and expectations.

only **51%**

of customers say companies generally understand their needs and expectations.

61%

of millennials are happy to share personal data if it leads to a more personalized in-store or online shopping experience.

3

AI-Powered CRMS CAN IMPROVE CUSTOMER RELATIONSHIPS.

Marketers report a

186%

increase in AI adoption since 2018.

Personalization is the top use case for AI in marketing.

64%

Or customers expect tailored engagement based on past interactions.

AI can help anticipate customer actions based on behaviours.

4

INTERNET OF *Things.*

IoT could increase global profits by

21%

in the next decade.

77%

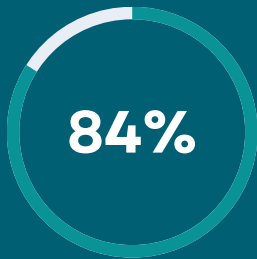say connected devices make their lives easier

This data can be integrated into a CRM for an improved customer view

5

Integrate **CRM WITH IOT DATA FOR** *richer* **CUSTOMER INSIGHTS.**

89%

are more loyal
to companies
they trust.

84%

of customers say
the experience is as
important as the
product.

65%

have stopped buying
from a company
they considered
untrustworthy.

Here's how a CRM system can help your business today

1. MAKE IMPROVEMENTS TO YOUR BOTTOM LINE

Introducing a CRM platform has been shown to produce real results – including direct improvements to the bottom line. CRM applications have a proven track record of increasing:

Lead conversions by upto
+30%

Sales up by
+30%

Sales productivity up by
+35%

Customer satisfaction up by
+35%

Faster decision making up by
+38%

Revenue up by
+25%

2. IDENTIFY AND CATEGORISE LEADS

A CRM system can help you identify and add new leads easily and quickly, and categorize them accurately. By focusing on the right leads, sales can prioritize the opportunities that will close deals, and marketing can identify leads that need more nurturing and prime them to become quality leads.

With complete, accurate, centrally held information about clients and prospects, sales and marketing can focus their attention and energy on the right clients.

3. INCREASE REFERRALS FROM EXISTING CUSTOMERS

By understanding your customers better, cross-selling and up-selling opportunities become clear – giving you the chance to win new business from existing customers.

With better visibility, you'll also be able to keep your customers happy with better service. Happy customers are likely to become repeat customers, and repeat customers spend more – up to 33% more according to some studies.

4. OFFER BETTER CUSTOMER SUPPORT

Today's customers expect fast, personalised support, at any time of day or night. A CRM system can help you provide the high-quality service that customers are looking for. Your agents can quickly see what products customers have ordered, and they can get a record of every interaction so they can give customers the answers they need, fast.

5. IMPROVE PRODUCTS AND SERVICES

A good CRM system will gather information from a huge variety of sources across your business and beyond. This gives you unprecedented insights into how your customers feel and what they are saying about your organisation — so you can improve what you offer, spot problems early, and identify gaps.

Want to learn more about Salesforce?

Contact us.

CloudRamp Technologies

https://www.cloudramptech.com/#

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Skill up for
the future

Think Cloud!

Think cloud!

Learn In-Demand Skills

Get hands-on and learn the Salesforce, digital, and soft skills you need to succeed

Earn Resume-Worthy Credentials

Prove your skills and earn globally-recognized credentials that demonstrate your expertise to current and future employers.

Connect to Opportunities

Join the global Trailblazer Community to learn relevant skills, connect to Trailblazers, and give back.

Explore Certifications

 Salesforce Admin and Development

 Manual and Automation testing

 Salesforce CPQ and Billing

 Lightning, Aura, and LWC

Kickstart Your Career

 Internship for Freshers

 Placements Assistance

 Salesforce Projects

 IT Staffing and Outsourcing

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Thank
You

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