

## Case Study

# Ocorian's CRM evolution with DemandFarm

Driving growth and efficiency through data-driven Salesforce enhancements

## Objectives

Ocorian, a global leader in corporate and fiduciary services, offers tailored administration and compliance solutions to a diverse client base, including funds, corporate entities, capital market participants, and private clients. Renowned for its commitment to excellence and client success, Ocorian continuously adapts its services to meet the evolving needs of today's business environment. Recognizing the importance of data-driven decision-making and the need for comprehensive account plans, Ocorian turned to DemandFarm to:

- Improve entity relationships within parent accounts.
- Simplify opportunity ratio visualization.
- Enable comprehensive opportunity view for growth strategy.

Ocorian's Salesforce-related experience was multifaceted, emphasizing the need for customization beyond the initial expectation of an out-of-the-box solution.

## Solutions

DemandFarm's commitment to Ocorian was clear – we wanted Ocorian to succeed and become champions of their CRM tools. Customization played a pivotal role, particularly in the development of custom components such as the Account Summary and Forecast Graph, tailored to Ocorian's account planning requirements.

The focus was on ensuring the system's core functionality, along with the Salesforce implementation, enhanced productivity, institutionalized best practices, and uncovered hidden opportunities. Investing 240 hours extra, and covering the entire cost, DemandFarm set out to deliver Ocorian's custom solution, despite professional services not being a core business.

The outcome was a comprehensive suite of solutions, featuring:

- **Org Charts to manage relationship complexity:** Leveraged established relationships with diverse contacts to maximize the potential of existing opportunities in various jurisdictions.
- **Heatmaps for insightful opportunity distribution analysis:** A comprehensive view of opportunity distribution across service lines and centers, facilitating targeted upselling to untapped clients and informed decision-making based on opportunity ratios for all service areas.
- **Activity Analytics for structured engagement tracking:** A structured grid visualizing the communication patterns between an organization and its diverse stakeholders offered valuable insights for effective engagement strategies. The entire suite was implemented through a meticulously planned phased roll-out.

## Impact

### Standardized account plans

The implementation of data-driven, living, and breathing account plans within the CRM has established institutionalized best practices, leading to productivity gains. To date, a total of 109 structured account plans have been created, serving as a dynamic roadmap for achieving growth objectives.

### Org Charts for Relationship Building

The visual representation of qualitative relationships within strategic accounts that facilitated improved opportunity conversions and reduced sales cycles. With 71 key accounts equipped with OrgCharts, Ocorian now efficiently handles relationship complexities, optimizing opportunities across diverse jurisdictions.

### Unearthing Hidden Opportunities

Over 340 hidden opportunities were identified, with 154 actively tracked, resulting in increased pipeline value and enhanced growth potential.

## At a Glance

**Company:** Ocorian

**Headquarters:** St Helier, Jersey

**Industry:** Corporate and fiduciary services

**Total revenue:** USD 442.2 Million

## Challenges

- Difficulty in effectively establishing connections and relationships among various entities associated with a parent account.
- Lack of a straightforward and user-friendly view showing the ratio of opportunities linked to each service line and service center within the account.
- Inability to access a comprehensive view of all opportunities for the current fiscal year, hindering effective visualization and growth strategy.
- Absence of clarity regarding top-performing service lines and service centers.
- Challenges in deciphering activity patterns and engaging the right stakeholders.