

Case Study

Transforming Slalom's Salesforce Experience with Intuitive Solutions

Streamlining relationships with Org Chart for strategic insights

Overview

Slalom, a global powerhouse in business and technology consulting, is renowned for its human-centric approach. Operating in seven countries across 44 markets, with a robust team of over 13,000 professionals and partnerships with over 400 leading technology providers, Slalom has consistently been recognized as an exemplary workplace. Their global reach and reputation as a top-tier consulting firm necessitated a solution to streamline relationship management, enhance visibility into key contacts, and foster collaboration within their sales team. Slalom approached DemandFarm with specific objectives in mind:

- Improve relationship planning and map business value within client accounts.
- Enhance visibility into key contacts and their attributes.
- Streamline relationship management strategies.
- Increase collaboration and autonomy within the sales team.

Solution

Recognizing Slalom's unique challenges, especially with managing a vast number of contacts and the need for a unified approach among consultants, DemandFarm took a tailored approach. Our primary goal was to enhance Slalom's Salesforce experience, making it more intuitive and value-driven.

- Org Chart's Salesforce-native feature allowed Slalom's sales team to visualize contacts and their key attributes seamlessly.
- Relationship planning and mapping were enhanced, ensuring Slalom could derive maximum business value from each client account.
- Key areas of focus were visually represented, highlighting active opportunity pursuits, buying power, and decision-making influences.
- Leads were visualized alongside the contact hierarchy, aiding in influence mapping and conversion efforts.
- Customization capabilities were introduced, integrating client survey results, and aiding in relationship planning and segmentation.
- Contact whitespace was identified, highlighting areas where future relationships could be cultivated.
- Alliance partner relationships were incorporated, providing a comprehensive view of connections across client organizations.
- For larger client accounts, the multi-org charting features were implemented. Allowing for creation of focused sections of the Org Chart based on business units, functions, or custom criteria.

Impact

- **Effectively managed of 50,000 Contacts:** Slalom effectively managed over 50,000 key contacts using Org Chart in Salesforce, identifying areas of successful penetration and focusing on development opportunities.
- **Achieved 80% automation of Org Chart:** Streamlined data utilization of the Org Chart by automating pre-population from Salesforce, and effectively mapping key stakeholders, leads, Win-Loss, and survey scores. Automated input of Customer Lifetime Value on the Org Chart emerged as a critical metric for identifying Key Contacts.
- **Enhanced Global Relationship Plans:** Revamped organization of relationship plans across global team members to craft exceptional client experiences. This included increasing collaboration between cross-functional teams at Slalom, enabling faster identification of new opportunities.

At a Glance

Company : Slalom Consulting
Headquarters: Seattle, United States
Industry: Professional Services
Total revenue: USD 2.9 Billion

Challenges

- Managing a significant volume of contacts within Salesforce.
- Tailoring personalized business relationships for diverse clients.
- Unifying approaches among multiple consultants and stakeholders.
- Identifying whitespace within client organizations for potential growth.
- Lacking comprehensive data for client role mapping and message customization.
- Overcoming reduced autonomy and collaborative limitations within the client ecosystem.
- Ensuring consistent and effective usage of tools across different teams and departments.



DemandFarm's Org Chart tool is a must if you're managing large accounts and focused on understanding your relationships, penetration, and whitespace. The DemandFarm team, from customer support to product ownership and development has been top notch. They are great to work with - very responsive and flexible. I highly recommend giving them a try!

Darren Knapp, Director of Global Accounts, Slalom Consulting