

# Case Study



## Revolutionising Customer Experience for a Bank with Salesforce Expertise

**Customer story:** A prominent financial institution in Africa, faced challenges in optimising customer engagement and operational efficiency. They sought to enhance processes, bolster data security, and deliver personalized experiences.

**ADC Solution:** Implementing Salesforce Financial Services Cloud, ADC streamlined the bank's operations and improved customer engagement. Integration of Omni Channel and Live Agent enhanced communication channels, while robust data security measures ensured compliance and safeguarded sensitive information. This centralized platform facilitated seamless communication, streamlined operations, and elevated customer experiences.

**Outcome:** The partnership between the bank and ADC Solutions yielded faster loan approvals, enhanced customer experiences, and improved operational efficiency. Automation and data centralization streamlined workflows, while robust data security measures ensured compliance and reduced risks.

**Value Adds:** In addition to the core implementation, ADC Solutions provided ongoing support and guidance to the client, addressing defect fixes, managing deployments, and facilitating continuous improvements in Salesforce applications. Their expertise and commitment to excellence were instrumental in driving the bank's digital transformation journey.

40%

Reduced Average  
Resolution Time  
for Customer  
Inquiries

**Better Customer  
Support**

30%

Improvement in  
Operational  
efficiency

**Operational  
Efficiency**

20%

Increased  
Customer  
Satisfaction Score

**Positive impact on  
Customer Experience**