



Salesforce & Nihilent

Come together to win the customer **RACE!**

Relevance Accessibility Convenience Experience





Why Nihilent:

- 20 years of CRM Experience
- · Extensive Market Research
- · Our dedicated division for marketing and branding
- Deep expertise in Data Science & visualization complimenting SFDC practice
- One of a kind user experience lab driving innovative business solution

About Nihilent:

Nihilent is a Global Consulting and Services Company Using a human-centered approach for problem-solving and change management, Nihilent offers a comprehensive range of expertise in customer research, process and technology enable newer heights of business performance. Our drive for performance change is through Transformation, Innovation, and Optimization. We enable customers to realize these strategic goals through our comprehensive Business Consulting, Analytics, and Technology offerings

Contact:

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Service Offerings:

In today's highly competitive market, success truly relies on making effective use of customer data. Integrating CRM and Customer Data Platforms (CDP) has now become essential for organization. It has also become essential to gather, evaluate, and utilize customer data to fuel in growth of business operation Hyperpersonalization is an innovative Customer Experience (CX) strategy that relies on a Customer Data Platform (CDP) to create highly customized and individualized experiences for each customer.



Salesforce Implementation & Support

- Salesforce cloud implementation
- Platform Upgrade
- Third-Party integration
- Tailormade support engagements (L1, L2 & L3)



CDP Driven-Hyper Personalization

- Segment of one
- Tailormade content creation
- Customer journey definition



ROI Optimization

- ML driven targeted marketing list
- · Multi-channel campaign planning
- Intelligent lead scoring & lead qualification



Connected Experience

- NLP driven customer interaction
- Query personalization
- Al based recommendation mechanism



B2B to **B2C** Transition

- Customer preference identification
- Omnichannel customer engagement
- Mechanism to incorporate customer feedback for product & service improvement





Our Salesforce Focus

At Nihilent, We bring a unique blend of digital transformation expertise, industry focus solutions, an innovative problem solving approach to the table. Our commitment to tailoring salesforce's robust CRM solution to generate maximum ROI from your investment and meet the specific needs of your business, which sets us apart.

- SALESFORCE IMPLEMENTATION AND SUPPORT
 Our value driven and outcome based approach to drive maximum ROI from the engagement
- SALESFORCE CDP IMPLEMENTATION

 Leverage Customer Data Platform (CDP) along with Salesforce improve Customer Experience
- P EINSTEIN GPT DRIVEN SOLUTIONS
 All enabled CRM solution to take strategic and informed decision around Customer Engagement
- INDUSTRY BASED SOLUTION ON VLOCITY
 Developing & Hosting industry specific solution on Vlocity platform
- CONFIGURE, PRICE, QUOTE (CPQ)
 Implement flexibility of product pricing and quote generation through built in CPQ features