

Fujitsu  
**uvance**

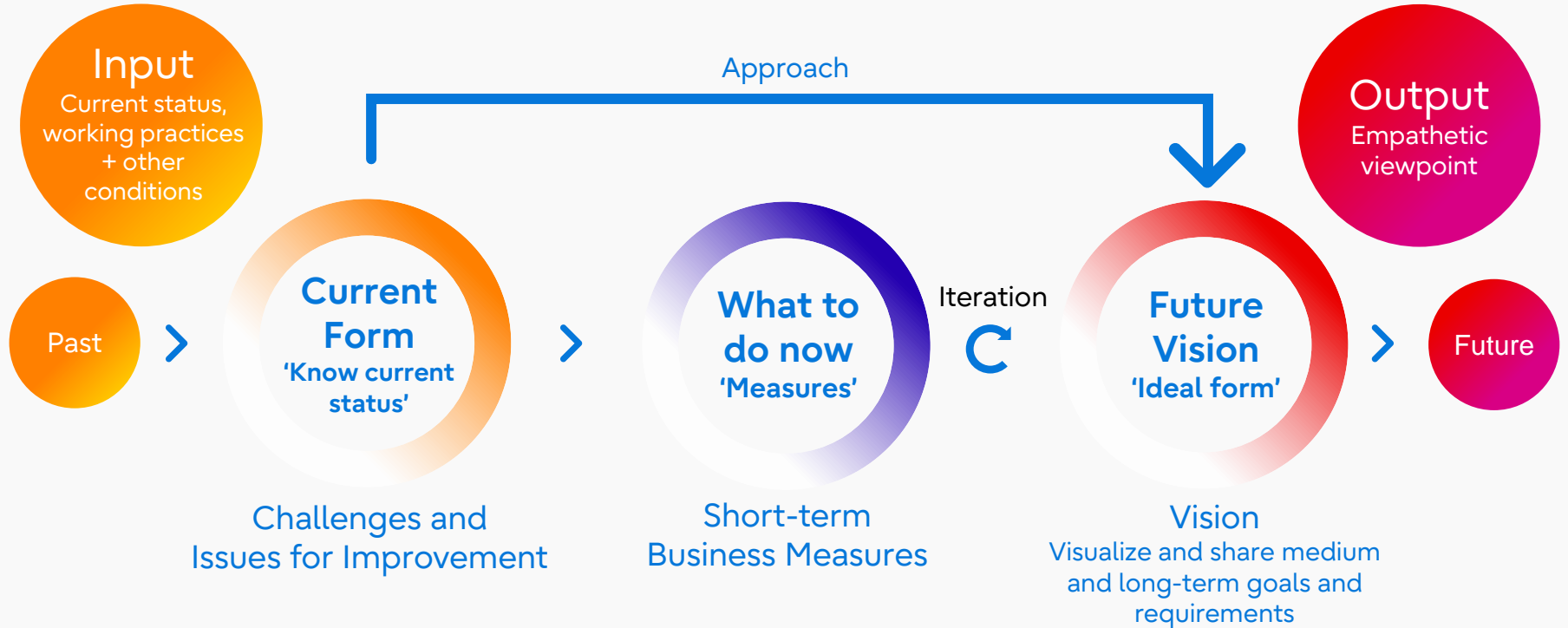
# Improve Salesforce User Experience and Maximize User Adoption

Delivering Innovation, Driving Success



- Visualforce, Aura UX technology is becoming legacy and better Salesforce UX frameworks and Standards are available now
- Salesforce platform can be cluttered with lot of features
- Modern Customer experience requires investing in latest technologies
- UX redesign is a good starting point along to get quick wins
- UX features directly contributes to revenue goals, ex: 1 click amazon ordering
- **As per Forrester research, every \$1 invested in UX results in \$100 of return**
- **UX review will bring areas for improvement in existing business process and require additional process discovery as well**

# Our Approach



*Approach: We discuss opinions to share a future vision with an empathetic viewpoint.  
We organize ideas and develop measures to implement.*

**Our approach is our best practice + process that puts people at the center of every experience we design and places great emphasis on value creation for all stakeholders.**

- ✓ **Collaborate and involve users and stakeholders at every step of the process.**
- ✓ **Unify the design solution based on the employee journeys.**
- ✓ **Leverage the scalability and principles of the Salesforce Lightning Design System**
- ✓ **Ensure alignment with accessibility standards**
- ✓ **Be data-driven (quantitative and qualitative actionable insights).**
- ✓ **Design content to be consistent and contextual.**
- ✓ **Be innovative and add value in the moments that matter.**

## Smarter Bidding, Better Selling — Driving Adoption with an Intuitive Salesforce Experience

### Context

One of the world's largest air conditioner manufacturers, struggled with low Salesforce adoption in its Equipment Sales bidding and specification process. Sales reps faced inefficiencies from complex navigation, fragmented document management, and limited pipeline visibility. They aimed to enhance Salesforce usability and streamline the bidding and specification process to drive adoption across sales teams.

**"Implementing new workflows and tools helped streamline the bid management process and increased efficiency."**

**-Sales Manager**

### Challenge

- Limited Salesforce functionality led to low engagement, with minimal adoption by sales teams for Bid & Spec processes.
- Inconsistent sales processes across offices created confusion and reduced efficiency for users.
- Cumbersome interface and workflows negatively impacted usability, discouraging regular use by Sales Reps.
- Fragmented document management and limited pipeline visibility made it harder for managers to track progress, while Sales Reps spent excessive time on administrative tasks.

### Solution

- User journey mapping workshops to identify major opportunities for improvement
- Delivered a streamlined, intuitive Bid Management experience in Salesforce to simplify project and bidder tracking for users.
- Standardized sales workflows across offices to create a consistent, easy-to-follow experience for sales teams.
- Empowered managers with real-time visibility into team activities and pipeline through enhanced dashboards and reporting.
- Integrated SharePoint and automated workflows to reduce manual effort, minimize errors, and improve document accessibility.

### Outcomes

- Centralized bid management consolidates all bid data, enhancing organization and accessibility.
- Streamlined workflows and improved visibility lead to more efficient bid handling, better coordination, and faster decision-making.
- Significant time and efficiency gains, saving each sales rep 3 hours per week and reducing project management time by 50%.
- It drives tangible business impact by adding 8,880 productive hours annually, generating \$3 million in additional sales, and increasing the win rate by 4%.

**Country:** USA  
**Industry:** Manufacturing  
**Project Year:** 2024-2025  
**Products:** Salesforce Sales Cloud / SharePoint

# Our Experience and Strengths in the Salesforce Business

Our experience includes **Over 1,000** customer references

**Over 200 companies** as Fujitsu's Salesforce Company References

## Various Industries



## Various businesses



# Our Global Expertise at a Glance



## 20+ Year Partnership

Fujitsu is a trusted partner of Salesforce, highly praised by customers across the world

1,000+



Salesforce  
implementations delivered  
globally

4.6/5



Average Customer  
Satisfaction Rating



2,300+

Certified Staff

4,200+

Certifications  
Globally

Japan  
Partner of  
the Year

Consulting  
Partners  
2024



**Ready to take the next step?**

**Contact us to discover how we  
can drive value for your business.**