

Salesforce Business Process Efficiency



Chad Meyer
CEO
Internet Creations

CEOCFO: *Mr. Meyer, what is the idea behind Internet Creations?*

Mr. Meyer: The idea behind the company is to better align people with technology, making customers, employees and companies more successful.

CEOCFO: *Day to day, what kinds of issues would you be working on for your clients?*

Mr. Meyer: Day to day, we optimize business processes ranging from generating a sales quote to providing better customer service. There are many inefficient processes in business and the new differentiator is operational efficiency.

CEOCFO: *What does Internet Creations understand on a fundamental level that allows you to craft a solution that makes sense for your client? What do you know that others do not?*

Mr. Meyer: The empathy and understanding that if you provide a better employee experience, employees can provide a better customer experience, and that makes organizations successful. We scrutinize the end user experience and improve their day to day.

CEOCFO: *If your employees are happy, they will do better for you, is a basic concept, but is that still an area that people are coming to a little bit late in the game?*

Mr. Meyer: It varies widely. There are progressive companies that understand this and they invest in it and realize that it impacts things like employee retention. When you have high employee retention, the cost of doing business goes down because it is very expensive to replace good people. Then there are also companies that are not very progressive and their answer is to either ask employees to work more, or they hire more FTEs. More and more companies are coming around as time goes on.

CEOCFO: *What is a typical engagement for you and something more outside of the box?*

Mr. Meyer: I would have to break typical into two categories. We have built solutions for our internal use to make our employees more successful and those solutions have turned out to have very broad appeal to other companies, large and small. These solutions are predominately in the area of customer service and process efficiency. With professional services, there is a wide range spanning every department in an organization. It could be anything from taking a sales process from an hour to 15 minutes or replacing an archaic accounting system and automating tedious activities like sending invoices and statements. Self-service is considered in everything we do because customers want answers fast, and communities, formerly referred to as portals, make it possible. Self-service goes beyond customer service to areas like accounting, idea sharing and anything else that will make the customer experience more enjoyable and employees more productive.

CEOCFO: *Who is using your services?*

Mr. Meyer: Our biggest segment is technology companies because they tend to be more progressive. Second to that would be manufacturing, who realizes that operational efficiency is their number one competitive advantage.

CEOCFO: *How can you help people with the challenges of Salesforce?*

Mr. Meyer: Salesforce is the best platform for business, but in order to be successful with it, you need a tailored implementation and you need to continuously innovate. You can't just write a check, hand out accounts and be successful. For strong adoption, you need to create a truly enjoyable experience and that starts with the empathy I

described earlier. Every organization is different and we tailor each implementation to the organization's needs, and to those of their employees and customers.

CEOCFO: Do people come to you when they are first doing the implementation or is it more likely when they realize it needs to be customized?

Mr. Meyer: We get a lot of companies that come to us from the start and that is ideal because you often have one chance to make good first impression and get user buy in. We prefer the opportunity to do it right the first time for our customers, but we also get takeover self-implementations and pick up where other implementation partners leave off.

CEOCFO: When potential customers come to you, are they aware of the depth and breadth of your knowledge, or are they surprised to find out it exists?

Mr. Meyer: We do our best to make customers aware of what we know and what is possible by showing them our environment. Aside from the years of experience we have, every aspect of our business runs on Salesforce. You wouldn't think that to be remarkable, but a surprising number of companies like us hardly use Salesforce to run their operations. We have been in the Salesforce ecosystem for more than 10 years, which is quite a bit more than most. To use an analogy, it is the difference between learning a language by moving to the country and taking a class.

CEOCFO: When you are working with a company, how are you able to ascertain what they really need out of a Salesforce?

Mr. Meyer: You have to be very inquisitive and ask a lot of questions in order to understand the motivation behind a *want*. If you ask enough questions, you uncover wants vs. needs and that starts early on introductory calls and continues throughout the entire engagement.

"Align with a partner that internally uses everything that they are implementing for you."- Chad Meyer

CEOCFO: How do you design for the now and the future at the same time?

Mr. Meyer: We establish a good foundation and anticipate as much as possible, but reality is that things change and therefore we design for flexibility and the unknown. We created a Continuous Innovation program and set the expectation that this is just the beginning of a journey. If you want to be competitive in today's market, you must continuously innovate and cannot stand still.

CEOCFO: How do you reach potential clients?

Mr. Meyer: We get many referrals and are widely recognized as leaders in customer service on Salesforce. Some of our apps solve major business pains and we are discovered when organizations seek cures to those pains. It is not uncommon for someone to say, "thank goodness I found you!"

CEOCFO: Why choose Internet Creations?

Mr. Meyer: We drink the same Champagne. Align with a partner that internally uses everything that they are implementing for you.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: www.internetcreations.com

Contact: Public Relations +1 609.570.7200 info@internetcreations.com

