

ServePath Implements Salesforce to Rev Up Conversion Rates



“Salesforce for Google AdWords gives us a clearer picture of where leads are coming from and which words are tied to actual sales... we can see the highest revenue-generating ad words. It puts us in a very powerful position.”

—David Hecht
Vice President of Sales and Marketing

Industry

Communications & Media

Geographies

North America

Challenge

- ⌘ Needed a CRM solution to manage sales process and marketing efforts
- ⌘ Wanted an easy-to-use system that could keep up with rapid growth
- ⌘ Integration with backend financial systems and support operations was key

Solution

ServePath launched its business on **Salesforce Group Edition** and then upgraded to **Unlimited Edition**. Using **Salesforce for Google AdWords**, the company can see which words generate the most revenue. ServePath migrated its ticketing system to **Salesforce Call Center** to provide the sales team with a bigger picture of the customer within Salesforce.

Results

- ⌘ Monitors and ties Google AdWords to converted leads
- ⌘ Greater insight to marketing effectiveness allows company to quickly shift efforts
- ⌘ Salesforce ties together sales, marketing, and accounting, providing a complete picture of the customer

David Hecht is vice president of sales and marketing at ServePath, a leading dedicated server provider and hosting specialist. ServePath provides custom solutions and managed services for businesses that need a powerful Internet hosting platform. They also provide co-location services through its ColoServe division. The employee-owned company has been in business for five years with offices, and its own data center, in San Francisco, Calif.

What issues were you were facing in your business that led you to consider Salesforce?

We started using Salesforce when we started the company in 2002. At that time we only had a few sales people and we needed a way to track customer data and keep it all in one place. We also really liked the pay-as-you-go model. Since then, we've integrated Salesforce with our billing system and help ticketing systems, and we rolled out Salesforce Service and Support in February.

What other solutions did you consider?

None—we started out with Group Edition—it was affordable and simple. When we were evaluating systems to move the whole company to, we looked at several competitors but decided on Salesforce.com as the best option for its integration of service and support capabilities into the SFA system that we already knew.

Once you chose Salesforce, how did you get started?

We did it ourselves. Implementation is kind of a strong word—we pretty much used Salesforce out of the box when we were first getting started. Over time, the system has really changed and evolved with our company. We used a consultant to get our service and support organization up and running in February 2007, and now our whole company uses the solution.

We upgraded to Salesforce Professional Edition in 2004, and started using the Web-to-lead functionality pretty heavily. We have four primary Web sites and they all integrate with Salesforce. Then, in 2005, we adopted Enterprise Edition to integrate our billing system onto Salesforce. Now we're on Unlimited Edition and everyone in the company has a license. The Unlimited Edition has given us full-time access to the Force.com Sandbox for testing and further integration projects, as well as ongoing help with administration needs directly from Salesforce support staff. We do all our service and support using Salesforce and we have a large team of both support and operations staff that uses the system 24/7. We handle internal help tickets as well as requests from customers.

What advice would you give companies like you getting started with Salesforce?

Give yourself some time to get started. There's a lot you can do with Salesforce; we really appreciated having the consultants in to help us out and give us ideas on how to automate our workflow. Take the time to learn reporting. There is so much data there and so many ways to slice it; make sure you're really able to leverage it. I love the fact I can produce a report of almost any data I want to see in just a few minutes myself. With our old system I had to request that someone write a SQL query to get at even basic customer data. Salesforce's dashboards are great too.

How are you using Salesforce in your business now?

We manage our Google AdWords with Salesforce. We have been able to create a heavy inbound lead volume so we collect information with Web-to-lead forms, and then route them automatically to the right sales rep. Sales then works the deals and we can see which words are successful and tie them to deals closing.

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— David Hecht
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Technical support is a large part of our organization. As a managed hosting provider, we operate 24 by 7 by 365 and provide services to customers all over the globe. We're using Salesforce for all technical support. We have a data center operations team that uses it for an internal and customer-facing ticket and order processing system. Next on the list is to automate orders coming from our accounting department.

We have dashboards for every part of our business—marketing, sales, and support. It is much easier to keep a handle on business performance when you can see so many key metrics graphically and on a single page. Plus it is easy to make changes to them, which is essential for a growing startup where things change frequently.

Did you use Google AdWords before you adopted Salesforce?

Yes, we ran AdWords campaigns before Salesforce had the integration available. We were able to track conversion to leads, but now we can track our advertising spend right through to the opportunity and deal close, even though the majority of those closes happen offline via fax.

How has Salesforce changed the way you're marketing?

It's given us a better view into where to allocate more budget and resources. Our strategy is informed. Now we can look at ad groups critically and make better budget decisions based on ROI and results. We can see which words are successful. We can tie those ad campaigns to deals closing. We have a search engine marketing dashboard across all the search engines we use, so we can see highest revenue generating keywords and sources.

We have been using campaigns for all email, paid search, and online marketing activities. We are tracking open rates, click-throughs etc., and now we can tell how many opportunities each activity generated and of that, how much has closed. We can see the ROI on our dashboards.

What advice would you give to small companies who haven't used Google AdWords before?

All of our leads are inbound online, but our conversions happen offline, so to be able to track that back to a marketing event is pretty amazing. Even if it happened six months ago, that campaign is part of the lead record—it's pretty slick.

The biggest thing for me and for my family though is that now my parents can start their retirement. They can travel and be away from the business with the peace of mind that business will continue. Salesforce is easy to use, so the team can log in and get all the information they need. I've got the processes automated and we can continue to grow.

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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