



A Fortune 100 Entertainment and News television network uses DemandBlue's expertise to automate Financial Reporting using Salesforce platform

The client is one of the largest multinational Mass Media and entertainment conglomerate headquartered in Burbank, California. It is the world's largest independent media conglomerate in terms of revenue. The company established itself as a leader in the American animation industry before diversifying into live-action film production, television, and theme parks.

Challenge

As the client is a huge network group, they wanted to manage all communications and contract detail exchanges which was happening with their affiliates (Sales reps). For this, they maintained an application called ARIA (Affiliate Related Information App). The affiliates who are responsible for marketing and promotions wanted to enhance their existing system process where they can view all the hub details from their account in a readily and accessible manner. The client also wanted to record all the communications that were happening between them and their affiliates, the requests and the details that were being sent. Not only did they want the enhancement of the system process but also wanted a better clarity on the map where the affiliates can view the hubs, child nodes, and the overall region.

Pain points – Client uses aria to communicate to affiliates. With aria, there was no clarity on what child nodes belonged to which hub. Details of the hub were not visible. Requests from affiliates could not be tracked. UX of the map was poor.

Technology/Environment: Salesforce, apex and visualforce page

Solution

DemandBlue's advisory team performed a thorough assessment of the client's Salesforce org and planned solutions to improve user experience, incorporated ticket tracking feature, enhanced hub details with clarity on child nodes for each hub.

- A separate visualforce page was created to maintain all the hub details
- Picklist fields were made visible on the VF page and rendered it more dynamic
- Added feature to add hub notes with images and documents
- An affiliate request can be mapped to multiple users for ease of tracking
- Request notification mail triggered automatically to all assigned users
- Enhanced data security with selective data restriction
- Developed and incorporated request tracking feature
- Station Map icons were replaced with pin icons and auto zoom enabled for improved UX
- The existing station map was modified to include all the parent and child accounts. The parent and child accounts were made easily recognizable with the new dotted lines connecting them.

Benefits

- Improvement in communication resulted in 20% rise in affiliate performance
- Unified view of the hub with child nodes
- Automatic updates & notification alert
- The request tracking feature resulted in 50% faster issue resolution
- Overall better and enriched user experience
- Enhanced data security