



# Sharp Unlocks Customer-Centric Growth with Salesforce CRM





# How Customertimes Made Digital Transformation Happen

With today's marketplace quickly moving to a digital-first model, more companies like [Sharp Electronics USA](#) are increasingly focused on customer engagement and satisfaction. By unlocking customer-centric growth, they have been able to improve customer relationships at a time when customer satisfaction is more crucial than ever.

Unlocking customer-centric growth is more than just adding a person's name to an email. It's about dynamically creating a unique experience for the customer at each stage of their journey. With a focus on longevity, the experts at Customertimes can show you how to tailor Salesforce to meet your company's goals, allowing you to exceed customer expectations.

Utilizing Salesforce to create connected customer experiences offers several business benefits, including:

- **Deeper customer relationships**
- **Increased brand loyalty**
- **Accelerated company growth**







### Focusing on the Customer Builds Brand Loyalty

[Sharp Electronics Corporation](#) (SEC) is a wholly-owned U.S. subsidiary of Osaka-based Sharp Corporation—a company known worldwide for its cutting-edge electronic products and solutions. Sharp Home Electronics Company of America is the U.S. Consumer Products division of Sharp Electronics Corporation and combines manufacturing, marketing, and service all in one.

When the leaders at Sharp wanted to effectively utilize their data to improve customer success, they turned to Customertimes. The CT team implemented various solutions, including Sales Cloud, CPQ, Communities, Tableau CRM, and ERP. By integrating these solutions with Sharp's existing Salesforce instance, Sharp was able to efficiently and effectively focus their efforts on unlocking customer-centric growth.



### How Customertimes Helped Pave the Way

The pandemic has forced an accelerated shift to digital, and as a company that sells office equipment, this new reality has presented a significant challenge for Sharp. In the past 18 months, they've had to streamline internal processes and increase their focus on demand management accuracy in order to adapt to a new way of doing business.

Customertimes delivered solutions that helped Sharp make these adjustments, resulting in:

- A continuous improvement/continuous innovation cycle
- Increased quote accuracy via CPQ
- A proper 360° customer view, allowing for more informed business decisions and improved customer targeting
- Tableau CRM-supported insights tying AE activity to sales performance
- Remote order closing via an integrated electronic signature tool
- Streamlined forecasting and improved demand planning via a custom Lightning Web Component





## How Accelerating Transformation Translates into Better Business Performance

Sharp works in a highly competitive space and recognizes the need to maintain business agility with a keen focus on efficiency and effectiveness. To maintain their competitive edge, Sharp leverages standard Salesforce reporting and enhanced Tableau CRM capabilities to give key business leaders the insight to adjust to market dynamics in real-time.

When Sharp approached Customertimes about boosting customer retention and engagement, the first step was to integrate Salesforce applications within Sharp's platforms. Through these integrations, Customertimes helped Sharp drive business speed, scale, relevance, and resilience, all with the world's #1 CRM.

**Speed** empowers leaders at Sharp to make better business decisions quickly. They are now able to easily adapt to changes in the marketplace by utilizing technology that improves data insights and optimizes workflow. With better access to customer data, Sharp can analyze information faster and take action in real-time.



**Scale** promotes faster innovation and maximum growth by utilizing a CRM platform and tools that easily meet customer needs. Along with increased brand reach, it also integrates with any application, system, or database, and automates customer and employee experiences.

**Relevance** helps Sharp enhance and improve customer engagement by increasing personalization, which connects customers with meaningful, relevant digital experiences. By working with Customertimes, Sharp has been able to drive continuous improvement and adapt quickly as needed.

**Resilience** empowers their workforce with flexible tools and technology, so they can focus on the most important thing—customers. Sharp's employees are now able to work from anywhere, collaborate in real time, and easily upskill their knowledge and training.





### We Keep Sharp Happy by Helping Them Keep Their Customers Happy

Customertimes appreciates this long-term partnership with Sharp, for both their direct and indirect business across geographies, because it represents so many key milestones on a CRM journey.

Sharp demonstrates CRM maturity in its commitment to continuous improvement, a great relationship between business and IT, and an understanding that Salesforce CRM is far more valuable when it incorporates external data like ERP.

The team at Customertimes has been able to provide strategic value throughout the journey by leveraging their experience to help Sharp take advantage of the tools at their disposal. As is typical of Customertimes, they did not ask Sharp to design their own solutions. They simply defined the business problem and allowed CT to advise them on the most practical solutions. They have also taken advantage of CT's support on an on-demand basis for several projects over the years.

Additionally, the introduction of CPQ has led to marked improvements in the time required to create quotes and the accuracy of those quotes. The new dealer forecast capabilities are expected to streamline the forecasting process and significantly improve forecast accuracy in the coming years.

### That's the way the Cookie Crumbles

One last important thing to note: In 2022, Google Chrome will join Safari and Firefox in phasing out the third-party cookie—a change that's set to shake up the way companies personalize their ads and digital marketing campaigns.

With the power of Salesforce CRM, Customertimes has been able to stay ahead of the game and prepare for a post-cookie world in advance. They've utilized smarter segmentation, bringing the human touch back into digital marketing.







### What This Means for You

If you're interested in unlocking customer-centric growth with Salesforce, Customertimes can provide similar services to help lead the way. Click below to find out how making this transformation allows your company to drive revenue, prioritize innovation, and increase market share across your industry.

[Learn More About Unlocking Customer-Centric Growth](#)

### About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social and artificial intelligence—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: [salesforce.com](https://salesforce.com)







## About Customertimes

Customertimes began as a small set of consultants specializing in industry-leading CRM solutions. We've since become a global consultancy that's more than 1000 strong, but our principles remain the same:

- To be independent and self-funded so we can maintain our laser focus on customers
- To pursue excellence and continuous growth so we can be a one-stop-shop for our customers' technology needs
- To enhance and improve our communities through philanthropic gifting and initiatives

Customertimes is headquartered in New York City with regional offices in Chicago, Princeton, Toronto, London, and Paris, along with multiple development centers in Eastern Europe. Our highly skilled teams deliver cost-effective, optimized solutions to bring greater value to your projects.

We can handle any assignment, from simple adjustments to complex implementations, and with a track record of more than 1000 successful cloud technology deployments, our high level of expertise gives customers the advantage they need to achieve greater results. Our solutions are designed to increase ROI and keep projects on track, regardless of scale or complexity.

To learn more about Customertimes please visit:  
<http://customertimes.com>.

