

May 20, 2014 by Alex Gramling

Customer Success: Staples

Staples makes it easy for consumers and businesses to shop when and how they want, with more than 1,800 stores in North America and a thriving online business. The company's vision is to provide every product that businesses need to succeed. Headquartered outside of Boston, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand.

Business Challenge

Staples' North American sales and marketing professionals rely on a voluminous internal content library to provide them with everything from product collateral and sales decks to training materials. But the content was maintained in a third-party solution outside of salesforce.com, the company's customer relationship management system.

Logging into Salesforce for critical sales and customer information and then into a second system for necessary sales collateral proved time consuming and unwieldy. Salespeople also complained that the third-party content library was difficult to search and navigate. To address those concerns, Staples asked the **Advisory Services** experts at Run Consultants to

lead a large-scale content migration that would transfer all of their sales assets into salesforce.com.

Solution

Our Salesforce Solution Architect, Mark White, worked closely with Staples' marketing department and the company's salesforce.com manager to define and scope the project. The company's content, which ranged from videos to PowerPoint presentations, would need to be exported from the legacy solution, and then reorganized and tagged for import into salesforce.com libraries. Tags are a critical feature of content management within Salesforce to help classify and organize content across libraries. End users can view a list of all content that belongs to a particular tag or filter search results based on a tag or tags.



Our certified Salesforce developer created a series of VisualForce pages to further assist navigation to key content. These served as landing pages that linked to the most popular and important content by user role.

Results

Working closely with Staples, Run Consultants delivered the massive project ahead of schedule. Post-migration, we provided information and training guides to drive user acceptance. Sales and marketing users now use salesforce.com exclusively to manage and share critical support materials, and the content is easier to access and more intuitively organized. The project also meant a large cost savings for the client, as Staples was able to end its contract with its third-party content host. As a next step in the initiative, Run Consultants and Staples plan to integrate an application from the Salesforce AppExchange that provides sales coaching and displays relevant content for each stage of the sales cycle.

“We have used and evaluated several firms over the years for Salesforce.com consulting, and I must say yours stands out for your attention to detail and your willingness to go the extra mile to meet our needs,” said Lynn Gainty, Staples Senior Manager for Salesforce. “I am thrilled with our results.”