

Artemisa Project

GFA - Flecha Amarilla Group

MEXICO

Customer Success Story

GFA - Grupo Flecha Amarilla

Artemisa Project



CUSTOMER OVERVIEW

Grupo Flecha Amarilla is a business group in the passenger land transportation sector in Mexico. Its main objective is to position itself as a Sustainable Company, World Leader in Experiences, Innovation and Comprehensive Services in the Mobility Environment, consolidating the diversification of Businesses.

CUSTOMER COMPANY PROFILE

LOCATION:	León, Guanajuato México
EMPLOYEES:	12.000
INDUSTRY:	Logistics / Transportation
Solution(s):	Marketing Cloud, Community Cloud, Service Cloud, Einstein Analytics, Fielo
GO LIVE DATE:	July 5, 2020

Challenge

- Centralize information on a single platform and have a 360 customer view.
- Having a single source of customer information and knowing it better.
- Listen to what is being said about the group's different brands and their competition on social media platforms.
- Establish an effective communication strategy for the GFA brands through social networks.
- Centralize the metrics information and management in campaigns of their social networks and its audiences
- GFA did not have a platform to show real-time indicators such as Monthly Spend, ROAS, eCPM, NPS CTR, CPC, conversion rate, etc.
- Its Marketing operation could not create omni channel campaigns, including SMS, e-mail, push notifications.
- Ability to perform actions automatically based on customer behavior and preferences.
- Ability to build and modify the flow of the customer journey.
- Need to integrate the solution with back office, legacy and ticketing system

Solution

- Contact Builder helps GFA to organize all their Contacts information in just one place.
- An efficient Data Model, based on GFA customers' profiles and deployed in Contact Builder, allows GFA to better understand their audiences' insights and, therefore, to better plan, execute, measure, and adjust marketing strategies.
- Email Studio enables GFA to build mails quickly because of the reusable blocks structure, allowing marketing people to spend more time in strategical matters than in design and building email pieces.
- Thanks to the Landing Pages, now it is possible to collect data and automatically add it to each customer file. Landing Pages were built using Web Studio and were integrated with other Marketing Cloud
- Implementation of the Communities login system in SFDC for its sales portal "Primera plus"
- Implementation of customer communities to give access to their frequent buyers enrolled in their loyalty plan (supported by their CRM and Fielo Loyalty Program scheme), completely replacing their Loyalty program "Siempre Plus" portal, modernizing their branding with clean and attractive navigation.

Results

- GFA can plan the Social Media Strategy with the possibility of measure the results and make necessary adjustments daily.
- The Marketing budget has a better use thanks to the connection between Marketing Cloud and Google Analytics with Datorama. This functionality makes it possible to know the results of the strategies implemented in real-time.
- Other GFA brands, which only had a presence on social networks, will be incorporated into the global Digital Marketing strategy.
- Loyalty solution was implemented (FIELO)
- Service cloud was deployed
- All systems were integrated to share data and offer a seamless process and 360 customer view

More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

- The company needed to modernize its systems because its previous CRM (Microsoft Dynamics) was very rigid, and its updates were costly.
- Comprehensive - 360 Customer View was deployed implementing several clouds and solutions :
 - Sales Cloud, Service Cloud, Marketing Cloud, Fielo Loyalty solution, and Einstein Analytics modules.
 - The implementation of the project took six months.
- The continuous accompaniment of the Change Management team guaranteed the adoption of the solution.
- Salesforce solution replaced and extended the services of the previous CRM (Microsoft Dynamics)
- GFA establish a correct communication strategy integrating Service FIELO and Marketing Clouds with its back office and operation data. It Allow GFA to have a unique trust and confident information about its customer behaviors
- Its Loyalty Program (FIELO) was refounded with a new logo and functionalities, its customer experience improve significantly.
- GFA now has a complete customer journey through marketing strategies, including Automate, Listen, Engage and Analyze social media ento to end.
- Community Managers now better engage with current and future clients from every GFA's Social Network because they can publish, engage, and analyze data from a single tool: Social Studio.
- Connecting Social Studio with Service Cloud offers customers an outstanding Customer Experience since they are not requested to contact Customer Service from other channels anymore. Their doubts and inquires are addressed to the right Service Agent directly from the Social Post.

QUANTITATIVE RESULTS IF AVAILABLE

- Thanks to the Journey Builder functionality, it is now possible to implement Multi-Channel Digital Marketing strategies to ensure customers receive the correct messages through the proper channel. Journey Builder combines sending emails, SMS, and the generation of audiences for Digital Advertising platforms such as Facebook.
- Social Studio and Service Cloud integration, allows the request assignation to the Customer service executives by providing an effective channel to send cases to this area. This functionality improves staff productivity.
- Integration with Legacy and Back Office Systems - Ticketing data integration to enable Service Cloud, Datorama and Fielo functionalities
- Increase Customer Loyalty, improve conversion rate, reduce call center abandonment and customer cases resolution time.
- Login for more than 88,200 community users
- Greater exposure of your loyalty plan and increased customer registrations

Solution Detail

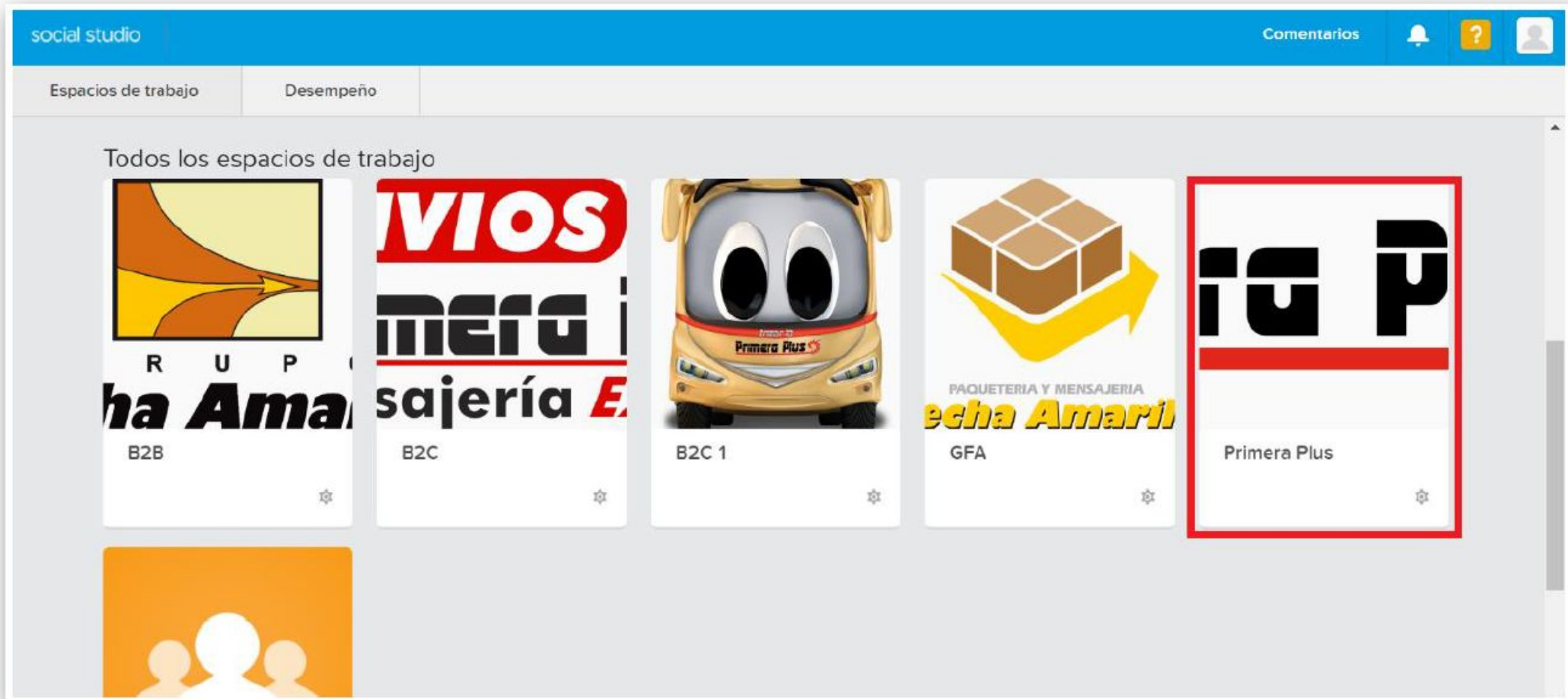
MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	<i>Microsoft Dynamics (installed base) . Oracle</i>
Previous technology replaced by Salesforce:	<i>Microsoft Dynamics usage was limited and restricted. Doppler was used for email mktg activities</i>
Salesforce products deployed:	<p>MKTG CLOUD SOLUTIONS IMPLEMENTED</p> <ul style="list-style-type: none"> • <i>Social Studio - Publish, Listen & Engage</i> • <i>Advertising Studio Professional // Audience Builder // Automation Studio</i> • <i>Contact Builder // Journey Builder</i> • <i>Content Builder // Email Studio // Mobile Studio (SMS)</i> • <i>Web Studio // Service Cloud Integration</i> • <i>Datorama</i> <p>SERVICE CLOUD</p> <ul style="list-style-type: none"> • <i>Case Management / SLAs / Knowledge / Service CCloud Einstein</i> <p>EINSTEIN ANALYTICS</p> <p>CUSTOMER COMMUNITIES</p> <ul style="list-style-type: none"> • <i>Integration with Tickets Sales and Loyalty Programs</i> <p>FIELO</p> <ul style="list-style-type: none"> • <i>Loyalty Program - Points Management - Redemption</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2C</i>
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	<i>Call & Contact Center - Customer Support - Loyalty and Retention - Inbound Sales -</i>
Integrations:	<i>Integration with Legacy and Back Office Systems - Ticketing data integration to enable Service Cloud, Datorama and Fielo functionalities</i>
AppExchange Apps/Partners	<i>FIELO</i>
Solution 'Go Live' date:	<i>June 5, 2020</i>
Delivery timing (weeks, months)	<i>6 months</i>

MORE DETAILS

<p>How did they come to Globant?</p>	<p><i>GFA invites different companies with extensive knowledge implementing Salesforce in the region and industry. After an analysis of several providers, Globant was chosen due to</i></p> <ul style="list-style-type: none"><i>• Experience, capacity, agile implementation methodology</i><i>• Knowledge of diverse Salesforce clouds</i><i>• Strong digital marketing experience</i><i>• Loyalty solutions integration with Salesforce (FIELO)</i><i>• Ability to implement the project in a very short timeframe</i><i>• The capacity to replace in record time the current system supporting Contact Center, Business Operations, Customer Service and loyalty and retention initiatives</i><i>• Proven multi cloud expertise</i>
<p>What is your perception of Globant after the implementation?</p>	<p><i>Globant is positioned as a trusted and strategic partner for GFA after an implementation in record time, without delays and delivering value to the transformation initiative led by GFA. GFA values the broad capacity, project management ability and innovative tools and methodologies offered by Globant</i></p>
<p>What aspect of Globant's work contributed most to the success of the project?</p>	<p><i>Technical and functional domain of the different technologies involved Correct working methodology Team commitment and value delivery</i></p>

Screenshots - Social Studio Workspaces



Screenshots - Social Studio Workspace Detail

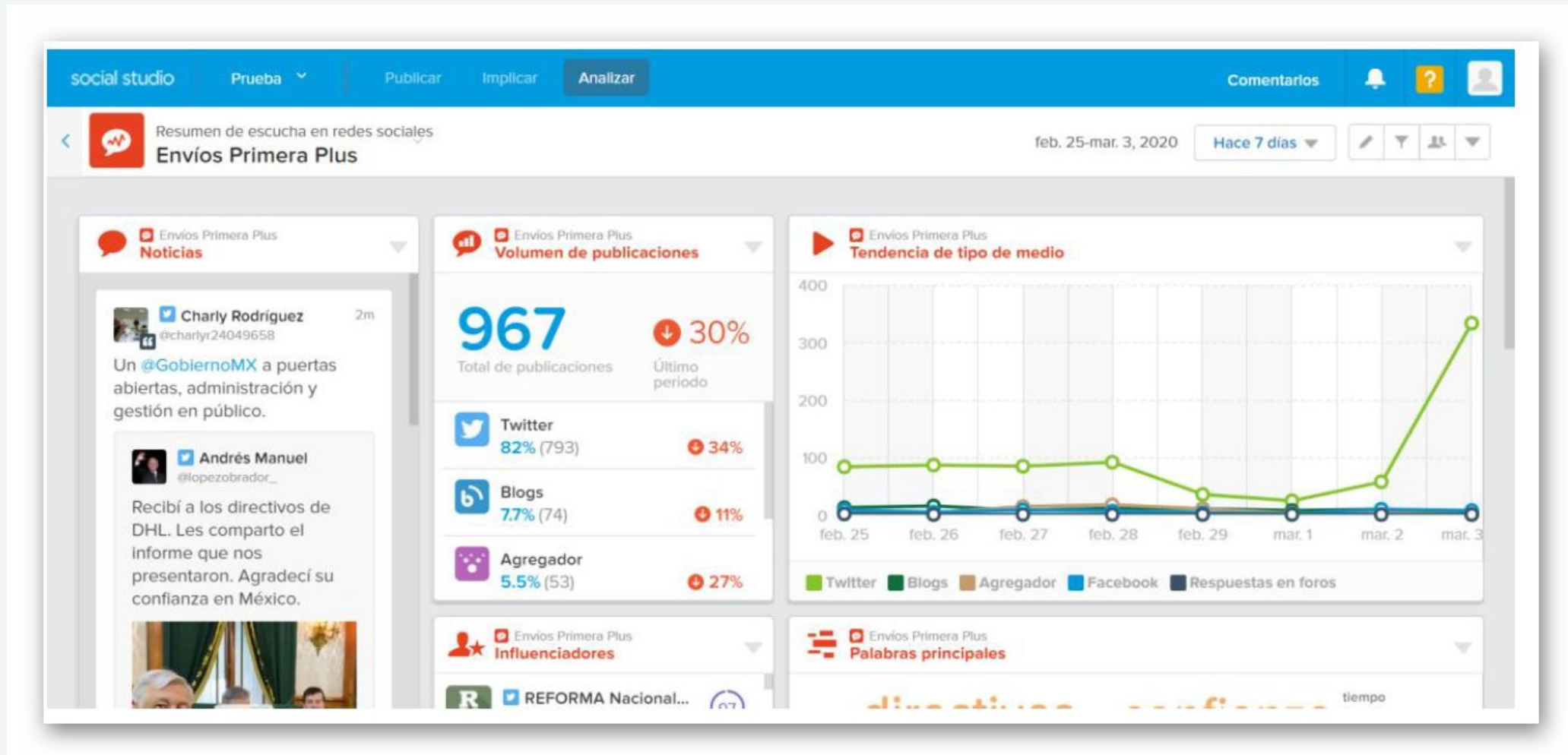
The screenshot displays the Social Studio Workspace interface. At the top, there are navigation tabs for 'Información general', 'Dia', 'Semana', 'Mes', and 'Lista'. The current view is 'Semana' for the period 'Enero 26 - Febrero 1, 2020'. The calendar grid shows the following details:

- GMT-6** (Timezone)
- Dom 1/26** (Sunday)
- Lun 1/27** (Monday): Posts scheduled at 11am, 12pm, 1pm, 3pm, 4pm, and 5pm.
- Mar 1/28** (Tuesday): Posts scheduled at 11:01a and 12:54p.
- Mie 1/29** (Wednesday): The day is highlighted in orange, indicating it is the current date.
- Jue 1/30** (Thursday)
- Vie 1/31** (Friday)
- Sab 2/1** (Saturday)

Left Sidebar:

- ESPACIOS DE TRABAJO**
 - Mostrar este espacio de trabajo
 - Mostrar el resto de espacios de trabajo
- Cuentas en redes sociales**
 - PAQUETERIA Y MENSAJ... @PaqueteriaFA
 - Primera Plus (Coapa - Mé... PrimeraPlusCDMXSUR
 - Primera Plus (León) PrimeraPlusLeon
 - Servicios Coordinados CoordinadosGFA
 - Roll & Bits RollandBits
 - Abordo Transporte Empr... abordoempresarial
 - Ttur Renta de autobuses ... TTURCorporativo
 - Paquetería y Mensajería ... PaqueteriaFlechaAmarilla
 - Primera Plus PrimeraPlus
 - Unebus Guanajuato

Screenshots - Social Studio Listening Dashboard



Screenshots - Email Created using Content Builder



Screenshots - Email Studio Home Page

The screenshot displays the 'Información general' (General Information) page in Salesforce Email Studio. The top navigation bar includes 'Email', 'Información general', 'Contenido', 'Suscriptores', 'Interacciones', 'Prueba A/B', 'Seguimiento', and 'Administrador'. The main content area is titled 'Información general' and features a section for 'Elementos recientes' (Recent Elements). This section includes a dropdown for 'Última modificación por' (Last modified by) set to 'Enrique Ruiz' and tabs for 'Mensajes de email de Content Builder', 'Listas', 'Grupos', and 'Ext. de datos'. Below these are four email campaign entries, each with a thumbnail, title, description, and modification details.

Thumbnail	Title	Description	Modified On	Modified By	Category
	Correo Viaja con Nosotros	%%nombre%% Viaja con nosotros!!!	jueves, 25 de junio de 2020 04:52 p.m.	Enrique Ruiz	CAMPAÑA
	Envíos_journey1 - v3	%%nombre%% Un gran servicio te espera!	martes, 09 de junio de 2020 04:23 p.m.	Enrique Ruiz	CAMPAÑA
	Envíos_journey1	%%nombre%% Un gran servicio te espera!	martes, 09 de junio de 2020 04:14 p.m.	Enrique Ruiz	CAMPAÑA
	Unebus_journey1	%%nombre%% grandes beneficios están por llegar	lunes, 01 de junio de 2020 11:34 a.m.	Enrique Ruiz	CAMPAÑA

Screenshots - Journey Builder an Active Journey


Journey Builder | Trayectorias | Fuentes de entrada | Historial | Plantillas

Autobuses de la Pie

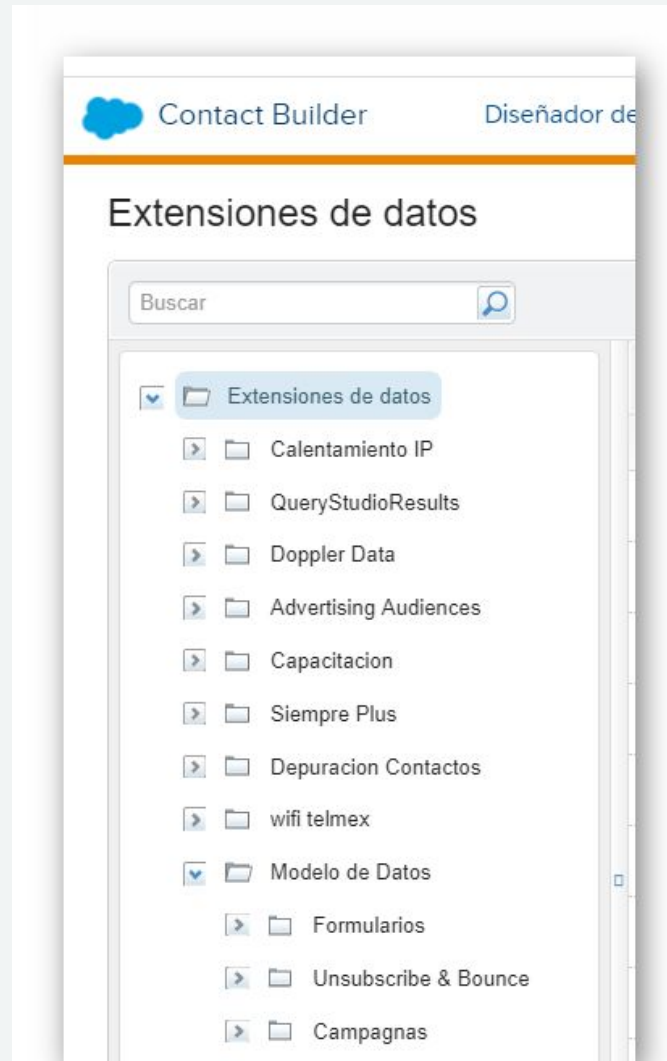
Tablero de trayectorias

37 Trayectorias

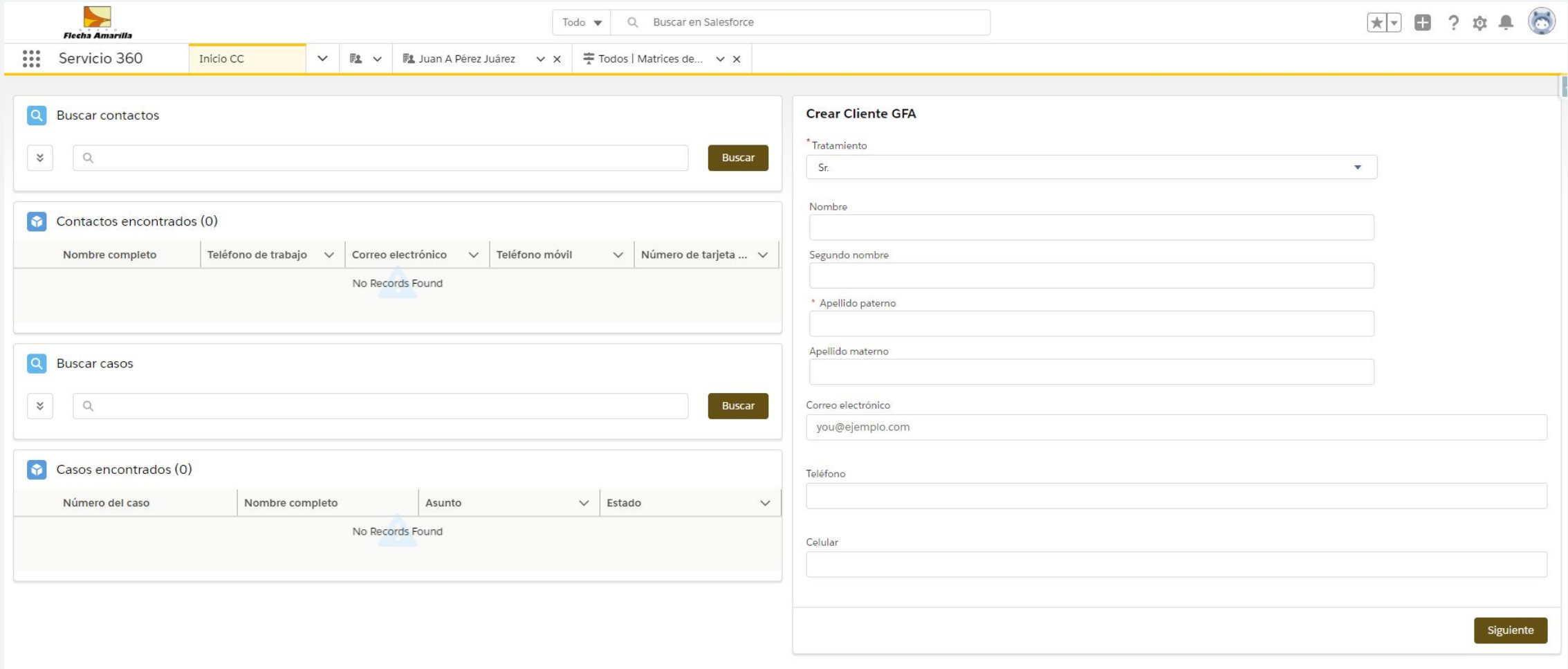
Buscar trayectorias

Trayectorias	TRAYECTORIA ↑	ESTADO	DESEMPEÑO ⓘ
Todas las trayectorias			
Envíos únicos programados	<input type="checkbox"/>  Campaña Reconocimiento de Marca Versión 1	● En ejecución	212,566 Ingresos
Envíos únicos recientes			--

Screenshots - Data Model in Contact Builder



Screenshots - Service Cloud



The screenshot displays the Salesforce Service Cloud interface for a user named Juan A Pérez Juárez. The interface is divided into two main sections: search results on the left and a form for creating a new client (GFA) on the right.

Search Results:

- Buscar contactos:** A search bar with a dropdown menu and a "Buscar" button. Below it, a table shows "Contactos encontrados (0)" with columns: Nombre completo, Teléfono de trabajo, Correo electrónico, Teléfono móvil, and Número de tarjeta. The table is empty, displaying "No Records Found".
- Buscar casos:** A search bar with a dropdown menu and a "Buscar" button. Below it, a table shows "Casos encontrados (0)" with columns: Número del caso, Nombre completo, Asunto, and Estado. The table is empty, displaying "No Records Found".

Crear Cliente GFA Form:

- * Tratamiento:** A dropdown menu with "Sr." selected.
- Nombre:** A text input field.
- Segundo nombre:** A text input field.
- * Apellido paterno:** A text input field.
- Apellido materno:** A text input field.
- Correo electrónico:** A text input field containing "you@ejemplo.com".
- Teléfono:** A text input field.
- Celular:** A text input field.
- Siguiente:** A button at the bottom right of the form.

The top navigation bar includes the "Flecha Amarilla" logo, a search bar "Buscar en Salesforce", and user information "Juan A Pérez Juárez". The main header shows "Servicio 360" and "Inicio CC".

Screenshots - Service Cloud

The screenshot displays the Salesforce Service Cloud interface. At the top, there is a navigation bar with the 'Flecha Amarilla' logo, a search bar containing 'Buscar en Salesforce', and a user menu for 'Juan A Pérez Juárez'. Below the navigation bar, a breadcrumb trail shows 'Inicio CC' and 'Juan A Pérez Juárez'. The main content area features a profile card for 'Sr. Juan A Pérez Juárez' with the following details:

Número de tarjeta de socio	Balance	Teléfono	Correo electrónico
120000002	7731.00	8765432100	mary.esquivel@outlook.com

Below the profile card, there are three tabs: 'Detalles' (selected), 'Relacionado', and 'Lealtad'. Under the 'Detalles' tab, there are two sections:

- Información del cliente:**
 - Nombre de la cuenta: Sr. Juan A Pérez Juárez
 - Teléfono: 8765432100
 - Estado: Active
 - Aviso de Privacidad:
 - Correo electrónico: mary.esquivel@outlook.com
 - Móvil: 1234983746
 - Member: Juan A Pérez Juárez
- Programa de lealtad:**
 - Dirección: [Redacted]
 - Fecha de nacimiento: [Redacted]

Screenshots - Service Cloud 360 Customer view

The screenshot displays the Salesforce Service Cloud 360 interface for a customer named Sr. Juan A Pérez Juárez. The page is organized into several sections:

- Header:** Includes the 'Fecha Amarilla' logo, a search bar, and navigation tabs for 'Servicio 360', 'Inicio CC', and user information for 'Juan A Pérez Juárez'.
- Customer Profile:** Shows the customer's name, account number (120000002), balance (7731.00), phone number (8765432100), and email (mary.esquivel@outlook.com).
- Details Section:**
 - Información del cliente:** Lists account name, phone, email, state (Active), and privacy notice.
 - Programa de lealtad:** Lists fields like position, company contact, marital status, and children.
 - Datos adicionales de contacto:** Includes an alternative email and responsible email.
 - Información de dirección:** Shows the shipping address.
- Activity Section:**
 - Próximas y vencidas:** Shows a task 'Llamar a cliente' due on May 19th.
 - Historical Activity:** Lists recent interactions such as calls and emails from June 10th, 2020.

Screenshots - Service Cloud Case Typification

The screenshot shows a Salesforce interface for creating a new case. The top navigation bar includes the 'Flecha Amarilla' logo, a search bar, and user information for 'Juan A Pérez Juárez'. The main content area displays a form titled 'NUEVO CASO' with the following fields:

- Unidad de negocio:** Coordinados
- Tipo de reporte:** Consultas
- Área:** N/A
- Servicio:** N/A
- Incidencia:** Conector USB

A red error message states: "La siguiente información es requerida." Below the form, there is a 'Token' input field and a 'Validar' button. At the bottom of the form, there are 'Cancelar' and 'Guardar' buttons.

Screenshots - Service Cloud Case Management

The screenshot displays the Salesforce Service Cloud Case Management interface. At the top, there is a navigation bar with the company logo 'Flecha Amarilla', a search bar, and user information for 'Juan A Pérez Juárez'. Below this, a breadcrumb trail shows the current case ID '00002304'. The main header area includes a 'Caso' title, a status indicator (a traffic light icon), and several action buttons: 'Tipificación', 'Modificar', 'Eliminar', 'Ver jerarquía de caso', 'Versión para imprimir', 'Duplicar', and 'Aceptar'.

The case details are organized into a table with columns: Asunto, Prioridad, Origen del caso, Propietario del caso, Responsable del caso, and Semáforo. The 'Asunto' column contains '00002304 - Paquetería Flecha Amarilla - Consultas', 'Prioridad' is 'Baja', 'Origen del caso' is 'Call Center', 'Propietario del caso' is 'Matriz de casos genérica', and 'Responsable del caso' is 'Juan A Pérez Juárez'. A traffic light icon is shown in the 'Semáforo' column.

Below the table is a progress bar with three stages: 'Distribuido' (highlighted in yellow), 'En proceso', and 'Cerrada'. A button '✓ Marcar Estado como completado(a)' is located on the right side of the progress bar.

The main content area is divided into two columns. The left column contains 'Detalles' (subdivided into 'Información del Caso' and 'Sistema') and 'Relacionado' (subdivided into 'Actividad'). The right column contains 'Eventos clave' (showing 'ANS Total' with a 21-day delay), 'Detalle de Contacto' (showing contact information for Sr. Juan A Pérez Juárez), and 'Knowledge' (with a search bar).

At the bottom of the page, the URL is visible: <https://flechaamarilla--preprod.lightning.force.com/lightning/r/Case/5003000003w6XHQAQ/view?ws=%2Flightning%2F%2FAccount%2F0013000000F1BC5QAN%2Fview>

Screenshots - Service Cloud Account Status

Fecha Amarilla

Inicio CC | Juan A Pérez Juárez | Todos | Matrices de...

Juan A Pérez Ju... | 00002301 | 00002302 | 00002304 | Nuevo Ca...

Cuenta personal
Sr. Juan A Pérez Juárez

Número de tarjeta de socio: 120000002 | Balance: 7731.00 | Teléfono: 8765432100 | Correo electrónico: mary.esquivel@outlook.com

Detalles | Relacionado | **Lealtad**

Estado De Cuenta | Acumula | Kilómetros Extra | Cálculo De Kilómetros

Últimos diez movimientoS

Balance: 7731

SERVICIO	FECHA	ORIGEN - DESTINO	KM	CONCEPTO
METROPOLITANO	26/6/2020 02:25 p. m.	RI - GTO	33	Cancelación con penalidad
METROPOLITANO	26/6/2020 02:20 p. m.	RI - GTO	-47	Canje
	25/6/2020 05:37 p. m.	-	10	Kilómetros Extra Cancelados
Primera Plus	24/6/2020 10:07 a. m.	CYA - ON	53	Cancelación con penalidad
Primera Plus	24/6/2020 10:06 a. m.	CYA - ON	-131	Canje
Primera Plus	24/6/2020 10:05 a. m.	CYA - ON	79	Cancelación con penalidad
Primera Plus	24/6/2020 10:04 a. m.	CYA - ON	-131	Canje
Primera Plus	24/6/2020 10:01 a. m.	SILA - GTO	16	Cancelación con penalidad
Primera Plus	24/6/2020 10:00 a. m.	SILA - GTO	-22	Canje
Primera Plus	24/6/2020 09:51 a. m.	CYA - ON	91	Cancelación con penalidad

Screenshots - Communities Cloud

ser siempreplus Inicio Estado de cuenta Cálculo de Kilómetros Acumula Canje de Boletos Andrea Carmona

Ser socio Fue la mejor decisión
Ahora mis viajes me dan boletos beneficio

Conoce como acumular

¿Sabes qué es Siempre Plus?
Es la manera en que **Primera Plus** agradece tu lealtad al elegir viajar con la mejor experiencia de viaje, otorgándote una gama de **múltiples beneficios** para que sigas viajando siempre. Inscríbete y forma parte del programa para viajeros frecuentes **Siempre Plus**.

Nuestro programa Siempre Plus cambia de Imagen y hace mej...
más sencillo +rápido

ser siempreplus Inicio Estado de cuenta Cálculo de Kilómetros Acumula Canje de Boletos Andrea Carmona

Conoce tus últimas transacciones
Selecciona la opción mes actual, mes anterior o tus últimos diez movimientos transaccionales

Últimos diez movimientos

Balance: 7731

SERVICIO	FECHA	ORIGEN - DESTINO	KM	CONCEPTO
MI IMPRENTADO	26/6/2020 02:25 p. m.	RI - GTO	33	Cancelación con penalidad
MI IMPRENTADO	26/6/2020 02:20 p. m.	RI - GTO	-47	Canje
	25/6/2020 05:37 p. m.	-	10	Kilómetros Extra Cancelados
Primera Plus	24/6/2020 10:07 a. m.	CYA - ON	53	Cancelación con penalidad
Primera Plus	24/6/2020 10:06 a. m.	CYA - ON	-131	Canje
Primera Plus	24/6/2020 10:05 a. m.	CYA - ON	79	Cancelación con penalidad
Primera Plus	24/6/2020 10:04 a. m.	CYA - ON	-131	Canje
Primera Plus	24/6/2020 10:01 a. m.	SILA - GTO	16	Cancelación con penalidad
Primera Plus	24/6/2020 10:00 a. m.	SILA - GTO	-22	Canje
Primera Plus	24/6/2020 09:51 a. m.	CYA - ON	91	Cancelación con penalidad

ser siempreplus

Ligas de Interés
Primera Plus
Facturación
Envíos Primera Plus
Ttur

Servicio al cliente
Servicio a Clientes
Aviso de Privacidad
Reglamento

Copyright © 2020 - SiemprePlus | Llámanos: 477 710 0060

Screenshots - Communities Cloud

siempreplus Inicio Estado de cuenta Cálculo de Kilómetros Acumula Canje de Boletos MARISOL ESQU...

¡Canjear tus boletos nunca fue tan fácil!

Canjea tus boletos de **Metropolitano** o de **Primera Plus** al destino que desees.

Canjea tus Boletos - Metropolitano

1 DATOS DEL VIAJE 2 LUGAR DE CANJE 3 RESUMEN DE CANJE 4 CONFIRMACIÓN CANCELAR

Kilómetros Disponibles: 155 km

ORIGEN DESTINO

Total de Boletos 0 +

CONTINUAR

Ligas de Interés Servicio al cliente

siempreplus Inicio Estado de cuenta Cálculo de Kilómetros Acumula Canje de Boletos Andrea Carmona

¿Quieres saber el costo y los kilómetros que puedes acumular en tu próximo viaje?

Selecciona el servicio, origen y destino de tu viaje.

SERVICIO

ORIGEN

DESTINO

Balance: 7731

Costo en Kilómetros 0

Kilómetros a Acumular 0

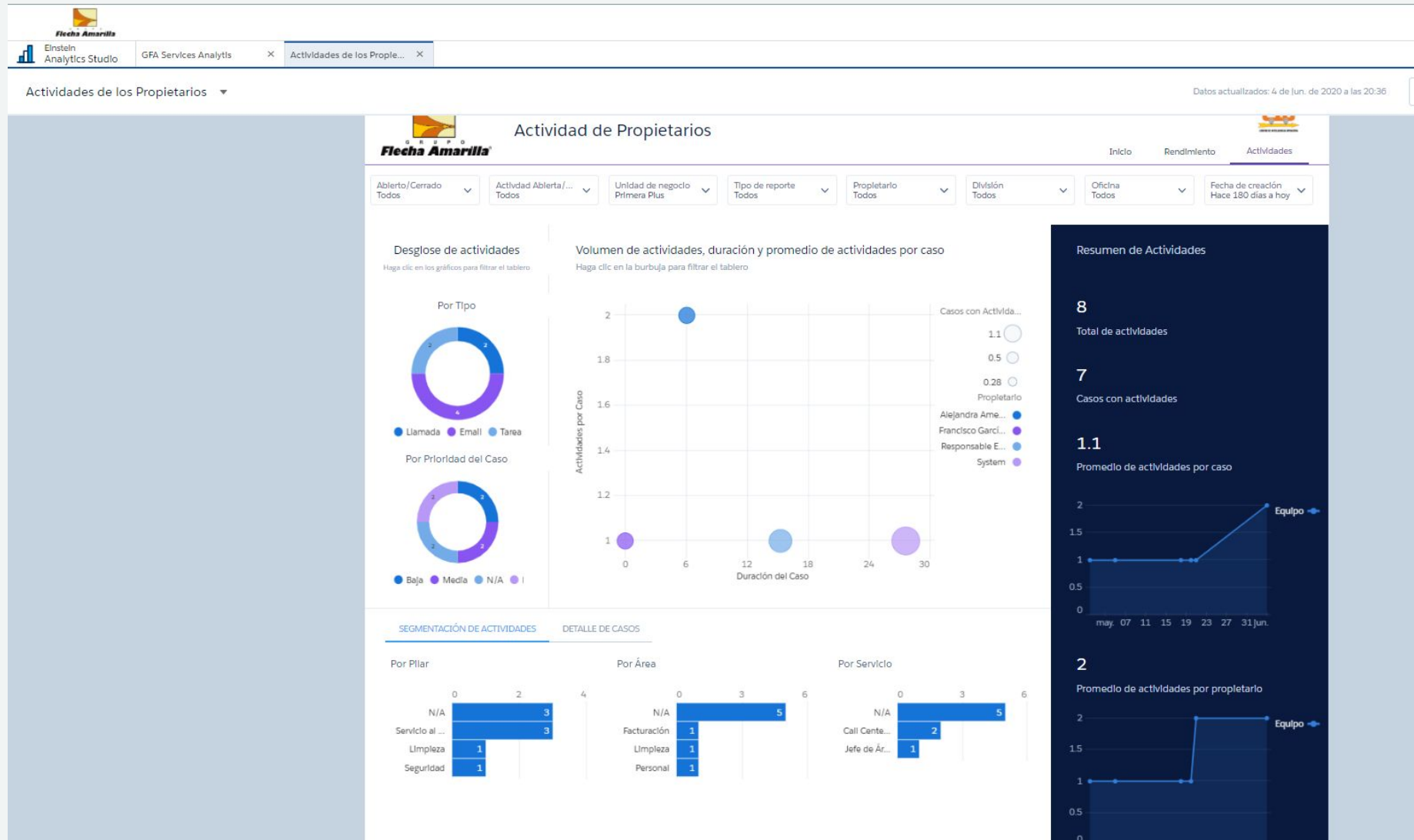
siempreplus

Ligas de Interés
Primera Plus
Facturación
Envios Primera Plus
Ttur

Servicio al cliente
Servicio a Clientes
Aviso de Privacidad
Reglamento

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Screenshots - Einstein Analytics



Screenshots - NPS built with Web Studio



Sharing Guidelines - SFDC

SHARING USE CASE/SCENARIO:

Can Salesforce AEs share this story and overview slide in sales settings?	Yes
Can Salesforce AEs mention the customer name in sales settings?	Yes
Is this customer willing to act as a reference customer for prospects?	Yes
Would the customer be willing to speak at Dreamforce or other events?	Yes

PARTNER INFORMATION *Partner info here*

Name of reference approver:	Jonathan Gomez
Title of reference approver:	Customer Experience Manager
Email of reference approver:	jo.gomez@flecha-amarilla.com