



Managing the Complexity of Business Through Improved Sales and Support Management



BACKGROUND

FreeWheel manages the economics of content for the enterprise-class world of entertainment.

By offering technical infrastructure for revenue rights management and business operations, FreeWheel's solutions have armed their customers with the industry-leading technology and services they need to manage advertising and operations across a multiplicity of devices.

CHALLENGES

FreeWheel's solutions have already armed companies like AOL, ESPN, FOX, Sky, Turner, and VEVO with the technology and services they need to profitably scale their professional content across devices and revenue models.

FreeWheel has been experiencing significant customer growth since its inception in 2007. Although the company had been using Salesforce.com for several years, it was mostly for the purpose of contact management. Interactions with customers are highly complex, requiring a system that can keep pace with the depth and diversity of the customer relationship.

In order to scale their growing business, the company identified the critical need to upgrade its sales infrastructure and re-architect Salesforce.com to better suit its business needs. In addition to improving support for better opportunity and customer relationship management, FreeWheel needed to have deeper visibility into sales and customer success metrics.

FreeWheel

SERVING THE VIDEO REVOLUTION.

FreeWheel Facts

- Helps the world of enterprise-class entertainment make more money from professional content across all partners and all devices
- Offices in Silicon Valley, New York, London and Beijing
- www.freewheel.tv

Business Challenges

- Salesforce.com configuration needed to more accurately map their complex sales process, which involves enterprise-class organizations
- Needed to scale their growing business by providing greater efficiency and visibility into activities and revenue forecasting
- Needed a service cloud infrastructure to support collaborative case teams for customer service requests and to continually improve efficiency and response times
- Needed increased adoption of Salesforce.com by its users
- Needed Salesforce.com expertise so that they can focus on their business

Solution

- Business discovery, assessment and design
- Sales cloud optimization, including set-up of custom objects to model all participants in the sales and customer management process, product tracking, forecasting, and more
- Service cloud audit and best practices set-up
- Integration with JIRA support ticketing
- Administrator and end-user training

“FreeWheel is moving at a rapid pace. The Salesforce platform offered a more efficient tool to manage this growth that was customizable as our business evolves. The MondayCall team worked within tight deadlines to reconfigure our solution to better match how our business operates.”

~ Melissa M. Roberts
Vice President of Sales at FreeWheel

SOLUTION

FreeWheel worked with MondayCall to assess their business requirements and architect a solution to handle their complex business needs. FreeWheel’s ecosystem consists of a complicated network of global customers and partners, and this environment allows for a myriad of ways to do business with new and existing customers.

MondayCall worked with FreeWheel to model their business environment, including mapping all participants in the customer management process and their interrelationships. Key processes were automated to more easily handle multiple products, license terms, and modifying agreement structures. Reports were created to meet both daily and periodic information needs, including forecasting reports, revenue schedules, and more.

Getting Users to Use

One of the biggest challenges of any organization is to obtain adoption from its users.

Roberts said, “Adoption is critical to ensuring efficiency and data integrity. We have dozens of active users who need to see their own personal value from using Salesforce. Working with MondayCall, we set up processes that streamlined our activity management. We also set up personal and management dashboards that helped our individual team members accomplish their goals and receive recognition throughout the company.”

Sales Cloud Excellence

MondayCall also assisted with setting up FreeWheel’s client support with the Salesforce.com Service Cloud. MondayCall started with an internal audit of the company’s workflow and designed a best practices system of enhancements. Some of these improvements included an easier process for reopening cases on a self-service portal, auto-generated customer notifications, and the ability to have case teams collaborate on a given issue.

Michael Pessis, manager of technical support, added, “For our more complex support issues, an automated process was set up to help account teams, support analysts, engineers, and partners work as one to solve a customer issue. These types of improvements not only help us from an efficiency standpoint, but also significantly improve our ability to satisfy our customers. We get more value from our Salesforce.com investment.”

“The MondayCall consultant was phenomenal. She understood our business very quickly and was able to speak our language, not in Salesforce-specific semantics. The infrastructure she set up and the training she conducted provided the structure we need today and the flexibility and scalability we need tomorrow.”

~ Melissa M. Roberts
Vice President of Sales at FreeWheel

