



RevInfotech
revolution redefined



Portfolio of SalesForce

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VERSION:

DATE	AUTHOR	VERSION	CHANGE SUMMARY
June 3 rd , 2025,	Sachin Pandey	1.0	Final Draft

Portfolio of SalesForce

Overview:-

Revinfotech Pvt. Ltd. specializes in delivering customized Salesforce CRM solutions tailored for the logistics and freight industry. In this project, we partnered with a leading cold chain logistics company to implement an advanced Salesforce Sales Cloud and Service Cloud system integrated with IoT technology for real-time temperature monitoring, warehouse optimization, and compliance automation. Our Salesforce solution transformed their operations by increasing efficiency, reducing spoilage, and providing full transparency throughout the shipment lifecycle — helping them stay ahead in a competitive market.

Project Overview

Client: Sanadeeg

Industry: B2B E-commerce, Wholesale Distribution, Retail & Supply Chain, Marketing Automation

Duration: 3 Months

Location: Middle East

Sanadeeg offers bulk purchasing with dynamic pricing and discount options but needed automation to scale efficiently and improve customer experience.

Project Objectives:-

- Automate dynamic pricing and discount logic based on customer segments, order volumes, and location
- Build an order management system to handle large volumes with minimal manual input
- Implement abandoned cart recovery to improve sales conversion
- Streamline discount approval workflows for faster decision-making

Develop targeted, data-driven marketing campaigns using Salesforce Marketing Cloud

Our Solution

Custom Salesforce Sales Cloud CRM for Sanadeeg

Dynamic Pricing & Discount Management

- Developed automated pricing rules in Salesforce Sales Cloud to adjust prices dynamically
- Created approval workflows for discount requests, reducing manual delays

Order Management Automation

- Designed end-to-end order processing workflows, reducing errors and speeding fulfillment
- Automated status updates and integrated error checks for order accuracy

Cart Recovery System

Integrated Salesforce Sales Cloud with Marketing Cloud to trigger automated abandoned cart email journeys

Marketing Cloud Campaigns

- Segmented customer data to run personalized campaigns including post-purchase follow-ups and special offers

Approval Automation for Discounts

- Replaced manual approvals with Salesforce automated workflows, reducing approval time drastically

Technology Stack

Technology	Description
CRM Platform	Salesforce Sales Cloud
Marketing Automation	Salesforce Marketing Cloud
Pricing Automation	Custom Dynamic Pricing Engine
Cart Recovery Automation	Salesforce + Marketing Cloud Email Journeys
Approval Workflows	Salesforce Flow Builder Automated Approvals
Email Marketing	Salesforce Marketing Cloud Journey Builder

Business Impact

Metric	Before	After	Improvement
Pricing & Discount Approval	2-3 days (manual)	Few minutes (automated)	95% faster approval time
Order Processing Time	48 hours (manual)	24 hours (automated)	50% faster processing
Cart Recovery Rate	5%	25%	5x increase in recovery
Email Engagement (Open Rate)	10%	28%	Nearly 3x increase

Our Role in Sanadeeg's Salesforce CRM Success

- Automated dynamic pricing and discount workflows with Salesforce Sales Cloud
- Developed an end-to-end order management system with error handling and automation
- Integrated Salesforce Sales Cloud and Marketing Cloud for cart recovery journeys
- Designed segmented marketing campaigns and automated customer engagement
- Implemented approval automation to speed up discount processing
- Provided training and ongoing support to ensure smooth adoption

Why Choose Us for Salesforce CRM & Marketing Cloud?

- Expertise in Salesforce Sales Cloud and Marketing Cloud implementations
- Proven track record with B2B E-commerce and wholesale distribution clients
- Strong capabilities in dynamic pricing, automation workflows, and marketing journeys
- Focus on measurable business impact and ROI-driven solutions
- End-to-end project delivery with post-launch support and optimization

Workflow of the Solution:-

Dynamic Pricing & Discount Automation

- **Modules Used:** Salesforce Sales Cloud, Flow Builder
- **Details:**
 - Automated pricing adjustments based on customer segments, quantities, and locations
 - Real-time discount approval workflows reducing manual bottlenecks
- **Client Benefits:**
 - Faster pricing approvals with fewer errors
 - Real-time dynamic pricing for bulk buyers
 - Better customer satisfaction with quick discount approvals

Order Management Automation

Modules Used: Salesforce Sales Cloud, Custom Objects

- End-to-end order lifecycle automation from cart to fulfillment
- Automated error checks and status updates improving order accuracy

Client Benefits:

- Reduced manual order handling time by 50%
- Fewer errors and delays in order processing
- Scalability to handle growing order volumes without adding headcount

Abandoned Cart Recovery

Modules Used: Salesforce Marketing Cloud Journey Builder

- Triggered personalized follow-up emails for abandoned carts
- Improved conversion rates with targeted messaging

Client Benefits:

- 5x increase in cart recovery rates
- Higher conversion from previously lost opportunities
- Boosted customer re-engagement with tailored emails

Marketing Campaign Automation

Modules Used: Salesforce Marketing Cloud Segmentation & Automation

- Segmented customers based on behaviour and purchase history

- Delivered personalized campaigns with higher engagement rates

Client Benefits:

- 3x increase in email open rates
- 4x improvement in click-through rates
- Higher ROI from marketing spend
- Better customer retention through personalized offers

Client Testimonial

"Salesforce has transformed the way we manage our leads and communication. The automated workflows and consistent email outreach helped us respond faster, close more deals, and provide a better experience for our clients."