

YASH + Salesforce

Rewiring Enterprises for the Real World

Empowering Customer Experience Transformation with Salesforce as the Core CRM Platform

In today's experience-driven economy, customers expect more than just service—they expect meaningful, connected, and intuitive experiences across every interaction. At **YASH Technologies**, we position **Salesforce as the digital foundation** of modern customer engagement, driving consistency, intelligence, and personalization at scale.

We go beyond traditional CRM implementations. Our focus is on **architecting Salesforce as the central nervous system** of your enterprise—where strategy, data, and automation converge to elevate customer experience and unlock business value.


Salesforce: The Foundation of Intelligent Customer Experience

At YASH, Salesforce is not a siloed application—it's the **core platform that powers experience orchestration** across your entire value chain. We help organizations leverage Salesforce to unify engagement, streamline operations, and deliver measurable impact.

Customer Focus	Our Salesforce Enablement for Customer
Better Customer Visibility	A unified, real-time view of every customer across sales, service, and marketing
Personalization at scale	Contextual journeys tailored with Einstein AI, Agentforce, and Marketing Cloud
Service Transformation	Omnichannel case management, self-service, and intelligent automation
Integration & Intelligence	Real-time orchestration across ERP, EHR, DMS, and third-party systems via MuleSoft
Scalable Innovation in CX	Experience Cloud, Heroku, and DevOps for continuous CX innovation


How YASH Enables CX Transformation with Salesforce

We design and deploy Salesforce as an integrated platform that connects front-line interactions with back-office intelligence—ensuring every experience is frictionless, personalized, and insight-driven.




Unified Experience Platforms

Deliver seamless digital experiences via Experience Cloud portals, mobile apps & AI-driven Agentforce consoles.




Journey-Centric Design

Build persona-based engagement flows using Service Cloud, Marketing Cloud & real-time triggers.



Intelligent Sales & Service

Empower users with data-driven insights, predictive case handling & lead conversion accelerators.



Agile Experience Delivery

Leverage accelerators, reusable components, and DevOps pipelines for rapid implementation & innovation.



YASH’s Salesforce CX Delivery Framework

We leverage Agentforce to enable AI-powered insurance and lending sales by automating and optimizing marketing campaigns, lead handling, and product positioning—resulting in higher productivity, quicker closures, and superior customer engagement.

Capability Layer	Description
Experience & Engagement	Experience Cloud, Marketing Cloud, Agentforce, Einstein
Sales & Service Enablement	Sales Cloud, Service Cloud, CPQ, Field Service, CLM
Data & Integration	MuleSoft, Boomi, Informatica, SAP/EHR connectors
Analytics & AI	Tableau CRM, Einstein Discovery, predictive workflows
Platform Governance	DevOps, Security, Org Strategy, Scalable Architecture

CX-Led Industry Solutions with Salesforce

Manufacturing & Automotive



Redefine the partner, dealer, and B2B customer experience with connected platforms and integrated intelligence.

- **100%** improvement in forecast accuracy
- **80%** faster quote processing via CPQ + SAP
- **45%** uplift in dealer order fulfillment through mobile solutions

Retail & Consumer Goods



Enable real-time, data-driven customer engagement for faster service, seamless ordering, and personalized campaigns.

- **25%** increase in sales rep productivity
- **70%** reduction in case resolution time
- **40%** improvement in order accuracy via ERP integration

Healthcare & Life Sciences



Support value-based care and personalized patient journeys through secure, compliant, and connected systems.

- Centralized Patient 360 dashboards
- Integrated EHR and wearable data via MuleSoft
- Personalized patient engagement through Marketing Cloud

Financial Services & Insurance



Deliver secure, intelligent experiences across the customer lifecycle—from onboarding to claims and beyond.

- AI-powered loan origination and risk scoring
- Self-service insurance portals and KYC workflows
- Unified client profiles across channels and systems

Why Enterprises Choose YASH for Salesforce CX Programs

Platform-Led Strategy

Salesforce is central to our customer engagement architecture

Outcome-Driven Design

Every implementation aligns with measurable CX goals

Global Centers of Excellence

Salesforce, MuleSoft, and industry specialists co-creating value

Proven Accelerators

Dealer Connect, ERP-SF Integrator, Patient 360, Intelligent Case Routing

Delivery at Scale

Globally distributed teams across North America, MENA, Europe, and APAC

Client Success Snapshots

<i>Client</i>	<i>Business Outcome</i>
Global Manufacturing Leader	Reduced manual forecasting by 1,000+ hours annually using Salesforce portals
Top Chemicals Enterprise	80% faster quote cycles through integrated CPQ and ERP systems
Large U.S. Retail Chain	45% improvement in dealer order processing via mobile Salesforce app
Construction SaaS Firm	Improved production forecasting by 50% through order analytics and Salesforce sync

Salesforce as the Core. CX as the Outcome. YASH as the Enabler.

Your customer experience strategy deserves more than fragmented tools. With **Salesforce as the core platform**, YASH Technologies helps you design, orchestrate, and scale a new standard of customer engagement—**intelligent, connected, and future-ready**.

Let's Build the Experience-Led Enterprise. Together.

About YASH Technologies

YASH Technologies focuses on customer success. As a leading technology services and outsourcing partner for large and fast growing global customers, the company leverages technology and flexible business models to drive innovation and value throughout its customer's enterprise. YASH customer-centric engagement and delivery framework integrates specialized domain and consulting capabilities with proprietary methodologies and solution offerings to provision application, infrastructure and end-user focused Right-Sourcing services. YASH is a SEI CMMI (Level 5) and an ISO 9001:2015 certified company with U.S. and India headquarters and regional sales and development offices globally with customers spread across 6 continents.



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