

## Success Story

# Topia Water

## Salesforce increases pipeline management and visibility for better business management

# topia:™

Topia is the water optimisation company of choice, elevating the hydration experience for leading brands who seek out sustainable solutions. Our focus is to deliver innovative filtration systems and trusted hydration solutions used globally by leading brands and corporations.

Topia's water system portfolio includes elegant single dispensers, high-volume bottling systems and a handsome selection of bottles and accessories.

### Company Facts

#### Overview

- X Location: South Africa
- X Industry: Sustainable Hydration

### Success Highlights

#### Challenges

- X Improving customer service
- X Meeting demands and beating competition
- X Harnessing company growth

#### Solution

- X Salesforce – Sales Cloud

#### Benefits

- X Accurate and easy reporting and dashboards
- X Efficient Pipeline Management and insight
- X Improved turnaround times to customers

### Challenging business environment

“As a business we are constantly progressing ourselves. Like water, we are fluid in our efforts to reach towards a smarter future.” states Rudi van den Heever, Managing Director of Topia.

Topia's workforce is constantly on a journey to change the mindsets of current and potential customers from traditional water offerings to a fresh and more sustainable solution from Topia.

The company has seen a positive amount of growth with the momentum shift against single-use plastic and their application of solutions that are plumbed in on demand and to the customer's specification and requirements.

“We reduce hydration costs for end consumers, partnering with our customers to ensure that their water keeps flowing most cost-effectively. Our after sales service is very client focussed and a key factor of our business,” continues Van den Heever.

### Making Decisions for Growth and Transformation

Topia embarked on a journey to select the best Customer Relationship Management (CRM) system for their needs. This involved choosing a system that was user-friendly, provided better sales processes and structures for a growing sales team, and enhanced reporting and analytics.

“The previous CRM system that we were using did not fully meet our needs. We wanted to improve on-the-go access, ensure better sales activity capture and improve tracking in one integrated system.” states Van den Heever.

## Implementation and Solution

Topia knew that their CRM should:

- Improve turn around and follow up times with customers.
- Better track and analyse sales input, and output.
- Make the sales teams lives easier.
- Create a faster and easier quote process from the centralised system.

After reviewing CRM products, Topia decided to get onboard with Salesforce, citing the following as their main deciding factors:

- Solution convenience, accuracy, efficiency, and integration management.
- Its intuitive user experience.
- Salesforce's free online training through Trailheads for upskilling internally.

*“From the very first meeting held, Topia was excited to explore what Salesforce could offer them, within the framework of their future strategic vision. Topia made it clear that they knew that they could grow into the full plethora of Salesforce solutions, but that they had very specific gains that they wanted to achieve first and foremost and then mature the solution from there. Topia’s mindset fitted neatly into the NES Salesforce Quick Start approach.”* notes Adeline Cruywagen, Operations Manager at New Era Solutions (NES).

NES' Quick Start approach on Salesforce allows for an exceptionally quick implementation time without sacrificing quality, all while still utilising industry-best practices that have been learned over 20 years of experience.

Through the implementation of Salesforce Sales Cloud, Topia is now able to:

- More accurately log, track, and manage leads and opportunities.
- Track enquiry sources for marketing purposes.
- Perform enhanced sales analysis and forecasting.
- Create, release, and follow up on quotes.
- Enhance their communication and follow up processes with customers through tasks, activities, and reminders.

## Partnering for growth

With Salesforce, the path to greatness, is one best travelled with a certified Salesforce Implementation Partner.

*“We were satisfied and thrilled with New Era as our implementation partner. They were very hands-on and always ready to help during the deployment.”* states Van den Heever.

*“The Topia Sales team was fantastic to work with during the implementation. They were eager to learn and enhance what they do, as well as willing and open to suggested best practice changes in their way of working to make the process even better than anticipated.”* concludes Cruywagen.

## What will the future hold?

Topia has established a clear picture of how Salesforce will bolster their future as a growing business, including but not limited to:

- Increasing conversation ratios.
- Improving the analysis of where business originates and identifying the most valuable categories of business.
- Reducing duplicate and manual work.
- Help gain market intelligence through reports and dashboards.
- Improving overall activity and engagement, within the Sales team, as well as externally to customers.

*“Salesforce will serve as a single platform for all sales activities – from leads to procurement and marketing. It will be our core communication tool within the Sales team which will increase sales efficiency,”* concludes Van den Heever.

## About New Era Solutions

Founded in 1999, NES began with a core focus on ERP (Enterprise Resource Planning) implementations in the Financial Services and Distribution sectors. Our customer base has broadened significantly and, today, most of our customers fall into the Distribution, Manufacturing, Retail and Service-Based sectors.

At NES, our sole purpose is to improve the lives of our customers by transforming software into innovative solutions that provide total control and a firm foundation for growth. We believe in building long-term relationships with our customers, inspiring trust and open communication and assuring our customers that we will continue to add real, tangible value to their businesses.

NES fully understands the needs of our customers and drives full-lifecycle implementations of complete business solutions for medium and large businesses in this space. We deal with a variety of customers across South Africa, the United Kingdom and North America.

NES specialises in integrated and customisable IT solutions, partnering with global specialists in ERP, CRM, and Mobility. We offer a single-source solution in which a strong network of connections has already been established.

## About Salesforce

Globally, Salesforce is the leading CRM platform in the market, and this cloud-based solution can scale from one user to thousands of users. It also covers all aspects of customer interaction, from Marketing to Sales and Service.

Sales Cloud is the most widely used of Sales Tools and Sales Automation software, speeding up and streamlining all phases of sales from Lead Management to Analytics and Forecasting. Thanks to Sales Force Automation (SFA) from Salesforce, more than 100,000 clients and two million subscribers worldwide can manage people and processes more effectively. It also allows clients to pursue more business in less time and close more deals.

Salesforce aims to transform your customers' experience using intelligent service conversations. From the Contact Centre to Self-Service Communities, as well as social media and beyond, Salesforce strives to make your agents smarter and your customers happier by connecting them on one service platform.

The CRM platform works with companies across every industry and company size. As a result, customers are redefining success reporting, and, on average, there has been a 35% increase in customer satisfaction. Ultimately, Salesforce has proven to be an immensely asset to NES, and our valued customers.