WHO IS SPARK NEW ZEALAND?
Spark is New Zealand’s market leader in providing high quality Digital and Communications Services to local consumers and businesses. Core service offerings include fixed phone lines, data, mobile, cloud and digital services.

Spark New Zealand gains real time customer insights and trends with a custom built Einstein Analytics App.

Spark is committed to supporting its customers throughout their journey of digital transformation and enabling them to compete - and win - on the world stage. Over the past 3 years, Spark has acquired and established more brands and launched more service offerings than in the previous 30 years. Such rapid growth and continuous changes in the market required Spark to adopt new ways of working in order to meet its customer’s ever-changing needs. Creating and leveraging customer analytics and insights was a key component of building a competitive advantage and remaining relevant to their customers.
Spark needed a way to aggregate their CRM and non-CRM data into one source to enable its employees to take action on customer insights created.

With Einstein Analytics, Spark has developed a ‘one stop’ customer insights App that interlocks Marketing, Sales and Customer Experience. Today their reports are no longer manual or in silos. They aggregated 200 million data points from 7 core Non-CRM systems to provide a single 360° customer view. By aggregating all CRM and Non-CRM data, such as purchase transactions, NPS scores, service and project performance into one App, they have been able to better understand, visualize and predict their customers’ experience and buying behavior for the entire customer life cycle. The custom built Einstein Analytics App enables Spark’s Sales teams to receive warm leads and alerts to proactively engage with customers. This has improved customer experience, reduced the cost of sale and reduced lead to contract time.

“ The adoption of our customer insights App has realized a marketing effectiveness of 95%, increased sales effectiveness by 30% and identified 250 new sales opportunities.”

Hans Arz, Portfolio Manager Customer Analytics & Insights

**CREATING VISIBILITY AND ALIGNMENT BETWEEN SALES, MARKETING AND CUSTOMER EXPERIENCE.**

Spark needed a way to gain more insights from their customer data. For Marketing, it was important to better understand customer consumption behavior and suggest next best actions. For Sales, it was crucial to reduce their lead to contract times by better understanding which leads to pursue.

Before Einstein Analytics, Spark was not maximizing their data usage. Their challenge was not around lack of data, but rather how to gain easy, real time insights into their data. They had plenty of data in manually created spreadsheets. In addition to having laborious reporting processes, different individuals and teams created similar reports but from different data sources and in different formats, which caused inconsistencies and distrust in data.

With Einstein Analytics, Spark has been able to gain more customer insights, allowing for better customer service and ultimately driving growth. By truly understanding a customers’ journey from their first interaction, to their exit, Spark can proactively manage their customer’s needs and be valued by customers as a thought leader focused on helping their customers grow their business. Today Spark employees truly have real time customer insights. They no longer have to wait several days to find answers within their data. Spark’s future plan for their App is to further drive adoption across the organization and eventually expand into other use cases.

**SALESFORCE CUSTOMER SUCCESS STORY: SPARK NEW ZEALAND**

**CHALLENGE**

Reports were laborious and manually created in spreadsheets. Duplication and lack of standards

Data and actionable customer insights were not considered as valuable assets

Business users needed to shift away from spreadsheets and adapt a self-service tool

There was no ‘one single’ 360° view of the customer

**SOLUTION**

Developed a “one stop” customer insights App for Sales and Marketing

200 million data points aggregated from 7 core Non- CRM systems

**RESULTS**

80% of data flows are automated – creating more than 200 million data points. 30% increase in sales effectiveness

Marketing teams receive alerts and can easily identify which campaigns should be prioritized

Sales teams receive warm leads and alerts to proactively engage with customers

Improved customer experience, reduced cost of sale and reduced lead to contract time

**PRODUCTS**

Sales Cloud
Einstein Analytics

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389.