

EBE TALENT

Client Success Story



Background

EBE Talent is a Philadelphia based award-winning, full-service event planning, production and entertainment company. From weddings, bar/bat mitvahs, social events and corporate events, they deliver the best experience for their clients to celebrate their special occasions.



Objective

As a rapidly growing company, EBE had data spread across multiple data silos. They were looking to streamline their sales process and get more out of Salesforce.



Solutions

Cloud113 transformed how EBE used **Sales Cloud**, building out functionality and maximizing use:

- Implemented Sales Engagement features including Inbox, Digital Engagement while leveraging the full copy sandbox
- Optimized lead capture in Salesforce through their website + social media, maximizing capabilities of Enterprise Edition
- Integrated efficiency tools including DocuSign that allowed them to work more productively in Salesforce

Results

By maximizing functionality, EBE felt it was an easy decision to upgrade from Enterprise Edition to Unlimited Edition. They have seen immediate results - increase in lead generation, improved close rates and ability to work more efficiently in Sales Cloud.



“We are now able to get 10x more out of our Salesforce build”