



# Freedom of Effortless Organization

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Eclat helped a media giant to Streamline data management processes with automated solutions and experience the freedom of effortless organization.



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# Client Profile

Diversified international family entertainment and media enterprise.

Client's business portfolio is vast and contains multiple lines of commerce, including impressive attractions in parks & experiences and an array of offerings from consumer products.

Customer employs around 7000 employees.

## Challenges



### Securely Data Storing And Distributing

Our challenge was not only in globally distributing content, but also securely storing the vast amounts of data generated from it.



### Staggering Amount of Content

The staggering amount of content their team managed was an immense challenge, but they successfully optimized the release plans with a great deal of hard work and dedication.



### Heavily Based on Manual Processes

With their content release process heavily based on manual processes and numerous factors, such as date, format, channel & market - companies needed to carefully weigh up pricing decisions.



# Solution

## Grid and MiniGrid Products

Eclat recommended using the Grid and miniGrid products to make viewing and manipulating data easier and more efficient. With these tools, they can gain in-depth insights quickly without sacrificing accuracy or completeness.

## Surface Data in a Meaningful Way

The miniGrid was put in place to surface data at the record level in a meaningful way, alleviating some the manual pricing efforts.

## Platform to Advance Marketing Efforts

To better serve their international client base and improve the insights they had on media usage, The Grid employed a streamlined platform to advance marketing efforts. Utilizing customizable reports and dashboards, this allowed them greater visibility into how resources were being utilized.



# Benefits

## Eliminate Time-Consuming Process

Our intuitive Grid and miniGrid solutions eliminate time-consuming manual labor when pricing media, making the process fast and efficient.

## Remarkable Performance

Our client has been granted remarkable insight into the performance and reach of their media thanks to our innovative solution.

## Increased Media Presence

Client has leveraged their increased media presence to expedite the implementation of marketing strategies and strengthen managerial operations.

# Technologies



## Salesforce Service Cloud

Salesforce Service Cloud is a customer service platform that helps organizations deliver exceptional customer experiences. It provides a range of tools and features that enable organizations to manage customer interactions, track customer cases, and provide personalized support to customers.



## Case Management

A platform that is centralized to manage customer cases, encompassing case tracking, routing, and resolution.



## Omnichannel Support

The capability to help via various channels, such as email, phone, chat, and social media.



## Knowledge Management

A centralized database to store and arrange information related to customer support, including product information, frequently asked questions, and optimal techniques.



## Workflow Automation

The ability to automate repetitive tasks, such as case routing and resolution, freeing up agents to focus on more complex customer issues.



## Reports and Dashboards

Reports are a way to organize and analyze data in Salesforce. They allow users to create custom views of data.



## CSAT Score

In Salesforce Service Cloud, CSAT scores can be used to measure the effectiveness of customer service interactions, track customer satisfaction over time, and identify areas for improvement.

