



A View from the Top: Sphere Drones Salesforce Implementation



Tinkering away in your grandfather's backyard is one thing. But what happens when it turns into a multi-million dollar business employing 15+ people only a few years later? You implement Salesforce.

The Brief

Sphere Drones are a family-owned reseller, service partner and consulting agency of end-to-end drone solutions based in Sydney. Their clients range from hobby enthusiasts through to some of the biggest names in mining, engineering and agriculture looking to transform their geospatial capability.

Sphere Drones CEO Paris Cockinos puts the success of his business down to creating satisfied customers. Now as he sets his sights on the next phase of growth – expanding operations to other parts of Australia, converting higher value contracts, targeting new sectors – his goal is the same.

But now it's about scale. And this is where Salesforce comes in.

Paris wants to maintain a consistent and effective customer journey as his business grows. His objectives with Salesforce included improving lead generation, creating efficiencies in quoting and customer conversion and enhancing service delivery for repairs and returns. It was also important for Salesforce to integrate with their ERP.

There was one other unique requirement. Sphere Drones wanted to bolt their own programmers into their chosen Salesforce partner's team. They wanted a true partnership for the technical delivery – upskilling their people along the way. And we were prepared to do that.

Our Approach

Our team of four (two each from Carnac Group and Sphere Drones) got straight to work two days after Sphere Drones had accepted our proposal. Using agile methodology, we worked our way through the requirements. We implemented

What

Salesforce implementation

Key Requirements

- Pardot
- Lead management
- Opportunity management
- Quoting
- Case management (Service Console)
- Integration with ERP (Lightning Speed)

Timeframe

3 weeks



“I’m over the moon with what we’ve achieved together... I don’t think I could have chosen anyone better to partner with on our Salesforce implementation”

Paris Cockinos, CEO Sphere Drones

Pardot to help Sphere Drones understand where their leads were coming from and adjust their marketing strategy accordingly. Quotes are now automated in Salesforce and signed electronically with customers. Implementing Case Management meant the service team now use Salesforce to manage returns and repairs. We also established Lead Management, Opportunity Management and an integration with their ERP (Lightning Speed).

Most Valuable for Sphere Drones

Reporting dashboards. These highlight some of the “red flags” which allows Paris make improvements in his business. A report on overdue actions in sales prompts him to check in with his team and workshop any roadblocks.

Uniqueness of the Project

Simple. This engagement pushed the boundaries on consultant-client collaboration to achieve a great result. It’s not an approach we could adopt with all our clients. But when it works, the results can be powerful. We’re also very proud of what we achieved in only 9 days of consulting.

Why Carnac?

“Our consultant at Carnac Group immediately felt like a good fit. He was open-minded and challenged our thinking every step of the way. The result is definitely better for it.”

Paris Cockinos, CEO Sphere Drones



The Result

From sales to engineering and delivery, Sphere Drones has the right platform to keep customers at the heart of the business.

“Having Salesforce helps me be a better leader. I know when to get involved and when to let my people just get on with it. We’re all much more focused on the right activities to support our prospects and customers. Wherever they are in the customer journey.”

Paris Cockinos, CEO Sphere Drones



**Salesforce
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**Technology
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Delivery**

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About Carnac Group

Carnac Group is a certified Salesforce partner in Sydney, Australia. We advise businesses on any aspect of their Salesforce journey including strategy development, Salesforce implementations and improvement projects. More than just tech experts, our clients value our business acumen and change management expertise to help them truly transform their business with Salesforce technology.