

Coacto Customer Success Story

Standardising Skinade's processes



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Supporting and unifying data and processes with Salesforce Sales Cloud implementation.

The Challenge

Skinade were looking for a system which could unify their customer data and processes. They needed a solution for managing and tracking leads from trade shows, centralising data management for sales, partners and customers, and the automation of key qualification tasks and cyclical calls to B2B customers. The system should assist with reporting, capturing and managing campaigns, GDPR and key B2B and B2C account demographics.

Partner Impact

With an existing Magento e-commerce front end, bespoke integration into Xero, spreadsheets and manual processes, Coacto streamlined the lead, sales and marketing campaign processes with centralised data management in Salesforce. Having demographic data across leads, customers, partners and sales then allowed for effective cross company reporting. The workflow automation of key follow-up and calls has since yielded better customer engagement.

Industry: Retail and B2B

Cloud: Salesforce Sales Cloud

Apps: Outlook, GSuite, Spanning, Mailchimp, Salesforce for Outlook, Xero and Magento

Partner Role: Integrated Solution Partner



“We chose to work with Coacto due to their diligent and thoughtful proposition, which demonstrated to us a good understanding of our business needs. The project was delivered on time and to spec, which is a rare thing in IT development.”

Daniel Cohen, Business Development Manager