



Transform Customer Journeys with **PROLIFICS SALESFORCE SOLUTIONS**

Prolifics' Salesforce Practice is purpose-built to help clients accelerate business outcomes, improve operational efficiency, and enhance customer experiences. With deep expertise across core Salesforce clouds and cutting-edge AI/ML integrations, we guide you from strategy to solution with measurable results.



Sales Cloud – Close Deals Faster with Customer 360

Prolifics supercharges your sales engine with Sales Cloud implementations that unify CRM, analytics, and automation. From lead management to forecasting, our solutions provide:



Real-time dashboards for pipeline visibility



Mobile-first, on-the-go access for reps in the field



Smart routing and assignment with AI-powered logic



Seamless integrations with ERP, CPQ, and marketing platforms

Result: Speed-to-close improved, customer trust boosted, and sales productivity transformed.

Customer Example: Achieved 30 %+ lift in new customer acquisition through real-time data insights.

Marketing Cloud – Personalization that Performs

Leverage Marketing Cloud to turn insights into impact. Prolifics enables multi-channel campaigns with:



AI-driven segmentation and audience targeting



Dynamic content personalization across email, SMS, web, and social



Heatmap-driven lead generation using satellite data



Engagement scoring to improve ROI and marketing spend

Value Delivered: Guaranteed energy savings offers in solar campaigns, supported by predictive analytics and heat-mapping.

AgentForce – Empowering AI-Powered Agents

AgentForce by Prolifics is your **AI-enabled frontline workforce platform**, integrating CRM, omni-channel engagement, and data analytics. Our implementations deliver:



Chatbot and digital human assistants with NLP



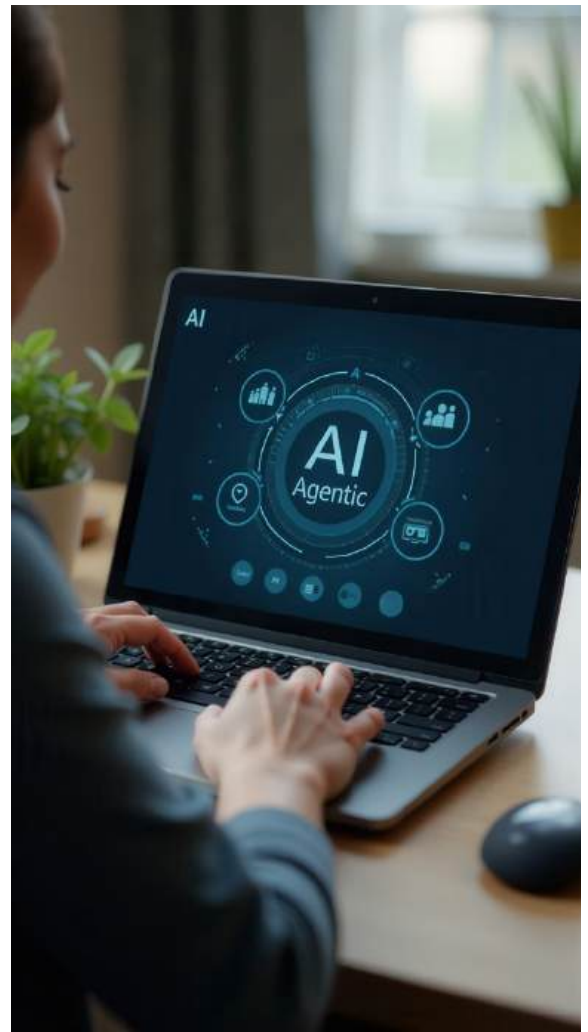
Real-time insights for agents to respond intelligently



Integrated call center and field service management



Prompt engineering workshops for GenAI excellence



Key Use Case: Enhanced fraud detection using data integration with national registries and AI scoring models to reduce cancellations by 40%.

Industry Clouds – Tailored Solutions for Utilities, Solar, and Manufacturing

Prolifics has deep vertical expertise with **pre-built accelerators, reusable IP, and real-world use cases:**



Utilities:

Service Cloud + Field Service for streamlined operations



Manufacturing:

Custom RMA, warranty, and asset service workflows



Solar:

AI-telemetry, roof imaging, and dynamic quoting apps

Our field-tested solutions improve technician efficiency, customer satisfaction, and compliance.

WHY CHOOSE PROLIFICS

- 250+ Salesforce projects delivered
- 165+ Salesforce certifications
- 30+ AI/ML solutions in production
- Award-winning change enablement approach
- Proprietary accelerators and IP
- Deep integration with Mulesoft, Tableau, Google Cloud, Snowflake, and more



Ready to Co-Imagine the Future?

Let's unlock your organization's next wave of growth with Prolifics Salesforce Practice.

Contact us to schedule your free "Art of the Possible" workshop.

Let's co-create a roadmap that brings your vision to life, with speed, precision, and measurable ROI.

[Contact Us](#)

Prolifics[®]
Vision to Value. **Faster.**

YOUR TRUSTED PARTNER
FOR TRANSFORMATIVE
DIGITAL SOLUTIONS.

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