



macmillan
learning

CASE STUDY

Transforming Macmillan Learning's legacy CRM into a Salesforce-driven system that is an intuitive, easy-to-use, anytime, anywhere, anyplace tool to grow sales.

Macmillan Learning

Macmillan Higher Education, part of Macmillan Learning, develop world class content and provide pioneering and interactive teaching tools. They partner with educators and institutions to enable the learner to achieve and improve outcomes.

In 2013 MHE decided to review the CRM market place, they selected Salesforce as their global CRM platform and then began their search for a strategic Salesforce delivery partner. Ribbonfish won the contract as they had a very simple idea enabling MHE to meet their business requirements and go live in a very short timeframe.

The problem

Macmillan Learning had a legacy CRM solution in place which was slow and unintuitive. With over 250 dedicated sales reps this was not a recipe for a happy group. They wanted to replace the system and implement Salesforce Sales Cloud within a few months, before the start of the next selling season.

This short timeframe was a major challenge because of the plethora of integrations between the legacy solution and the other business and digital systems within the organisation. These integrations had evolved over many years and were complex and esoteric.

The key driver was simple – to increase sales! The objective was to deliver a CRM solution that was intuitive and not only easy to use but could be accessed and utilised anytime, anywhere on any device. The system needed to be populated in a timely fashion providing customer insights and real-time reporting, but reps needed to save on admin time and spend more of their days on campus.

The solution

Macmillan learning needed a partner who could demonstrate a clear and deep knowledge of the publishing sales process. They required them to have extensive experience of legacy solutions and CRM capability. Ribbonfish were selected to deliver the CRM solution after provision of great testimonials from other clients, but they were also selected for their approach to delivery within a very short space of time without unpicking and redeveloping the myriad of integrations.

The proposal was for an incremental delivery and the key was to retain the old, legacy system as a middle tier. This meant that its interfaces to product, ordering, identity and access control systems were left intact and Salesforce was integrated with the old CRM platform only.

Saving time on the integration services in the first instance enabled the team to focus on the elements of the system that would provide the return on investment for the client. In addition, a focus on the design and ease of use significantly reduced training and take-up time. The improved functionality created a CRM blueprint for higher education publishers incorporating sampling and pipeline analysis.

The outcome

Ribbonfish provided Macmillan Higher Education with a CRM system built on the Salesforce platform. It was developed to meet their requirements and was implemented within a few months ready for the selling season of 2014. The system was rolled out to the sales team initially, followed by marketing and editorial.

Rather than reps spending a day a week on administrative tasks, they are able to keep the data up to date and of good and consistent quality “on the go”. This leaves them with more time to spend on campus.

System adoption has been fantastic partly due to a number of champions within the business, but also because the tools are simple to use and the benefits of real time reporting have a direct impact on the reps’ day-to-day work. The provision of one source of up-to-date customer data means improved tracking and reporting.

As a result, Ribbonfish have been engaged to work on other legacy systems within the group.

“Two things really make them different from other companies of a similar size and in that area. One is the integrity. They only look to take on projects they know that they can deliver, and they’re always completely honest about whether they’re the best company to do a certain project. But I would also say that equally important is the innovation and the amount of effort they put in to researching new ideas on their own time and bringing that to me as a customer...”

Steve Devlin, Former CTO, Macmillan Science & Education

