



Company Profile





The Blue Consulting Guide

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Why We Exist

**WE HELP LOCAL & REGIONAL BUSINESSES
SELL FASTER & SMARTER USING THE
WORLD'S #1 CRM PLATFORM**

We believe that we are living in "**The Age of The Customer**" and for any business to succeed, great customer engagement is key. When **Blue Consulting** was formally launched as a company in 2014, our main objective was to help businesses in Kenya grow by helping them improve their customer experience by giving them access to the world's best CRM Platform, **Salesforce®**.

Over the past 4 years **Blue Consulting** has been able to achieve success not only in Kenya, but in East & West Africa as well, and we are well on our way to becoming the leading CRM Solutions company in Africa.



MISSION

- * To be the leading CRM Solutions Company in Africa;
- * To be Africa's top Salesforce® Partner;

VISION

To help steer the growth of businesses across Africa by developing smart technology based solutions.

OUR CORE VALUES



ACCOUNTABILITY

Uwajibikaji

We make timely reports and analyze all our processes for your convenience and ours as well, and we use these reports to learn and grow our brand.



TRUST

Sadiki

Our culture of trust, openness and high principles stems directly from our African upbringing and respect for our clients, employees and partners.



CUSTOMER SUCCESS

Mafanikio

When we see our impunt leading to the growth and success of our clients, we are more than happy because your success is our success



Our Unique Selling Point

WHY WE STAND OUT

Thanks to our wealth of experience using Salesforce® and our continued success with local and regional companies, we are uniquely positioned to grow your business, because we understand what it means to run a business in Africa.



EXPERIENCED

We've implemented a large number of successful Salesforce® based projects in Africa that cut across various industries.



LOCAL

We are an African company based right in the heart of our very own "Silicon Savannah", Nairobi.



CERTIFIED

Our team of CRM experts is trained and certified in Salesforce® Administration, Marketing, Development, Sales & Services Consulting.

GO BLUE!

Connect with your **CUSTOMERS** in a whole new way using
the **WORLDS #1 CRM** platform



The Products

As Salesforce® resellers and Silver partners we provide our clients access to the following Salesforce® products:

- **Sales Cloud**
- **Service Cloud**
- **Marketing Cloud**
- **Community Cloud**
- **Commerce Cloud**
- **Quip**

Our Services

We believe that CRM solutions have the power to help businesses operating in Africa harness all that the fourth industrial revolution has to offer in order to grow faster and smarter by revolutionizing their customer journeys and making it easier for their employees to be more productive.

The Services we provide are based on years of best practice using the world's leading CRM platform. From start-ups to large corporates our Salesforce®-based solutions are a fit for all businesses across all industries.

FREE CONSULTATION

WHAT PROBLEM DO YOU WANT TO SOLVE?

We help guide companies on which software solutions would be best suited for them and we use our expertise to recommend the most ideal implementation processes depending on their needs at zero cost!



QUICK START IMPLEMENTATION

BENEFIT FROM CRM IN THE QUICKEST TIME POSSIBLE!

The beauty of Salesforce® products is that they are extremely easy to customize to fit any businesses' specific needs. As implementation partners, we at Blue Consulting use our expertise to understand your business processes and provide you with the best implementation plan to address all your needs. Whether you want to manage your sales team, oversee your call center, run your recruiting processes, keep track of your fleet or manage your inventory we have the experience and expertise to mold Salesforce® to help you run your business in the best way.



TRY OUR BLUE QUICKSTART PACKAGES TODAY!

SALES QUICKSTART LITE

RECOMMENDED FOR:

- SalesCloud Professional edition;
- Companies with 1-5 Sales people
- Having a unified sales process

IMPLEMENTATION DURATION :

-1 Week

US \$ 3,400
per month

SALES QUICKSTART

RECOMMENDED FOR:

- SalesCloud Professional or Enterprise edition;
- Companies with 5-15 Sales people
- Having a unified sales process

IMPLEMENTATION DURATION :

-3 Weeks

US \$ 7,500
per month

SERVICE QUICKSTART

RECOMMENDED FOR:

- ServiceCloud Professional or Enterprise edition;
- Companies with a single unified customer service department

IMPLEMENTATION DURATION :

-2 Weeks

US \$ 4,600
per month

**Automate your
Sales process from
inquiry to close
using the worlds
#1 Sales CRM**

ENJOY HIGH ROI IN THE QUICKEST TIME POSSIBLE

PARTNER COMMUNITY QUICKSTART

RECOMMENDED FOR:

- SalesCloud Enterprise Edition;
- Companies with external contractors, partners, agents who sell on behalf of your company

IMPLEMENTATION DURATION :

-1 Week

US \$ 3,100
per month

CUSTOMER COMMUNITY QUICKSTART

RECOMMENDED FOR:

- All companies who want to enable customer self service

IMPLEMENTATION DURATION :

-1.5 Weeks

US \$ 3,600
per month

PARDOT QUICKSTART

RECOMMENDED FOR:

- Companies engaging in B2B marketing

IMPLEMENTATION DURATION :

-2.5 Week

US \$ 6,600
per month

**Automate your
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TRAINING

A SYSTEM IS ONLY AS SUCCESSFUL AS THE PERSON USING IT.

In order to achieve high returns on investment and high user adoption, proper training is paramount. At Blue Consulting, we offer onsite training and remote Salesforce® training for end users and System Administrators.

We make it our business to ensure that end users will be able to navigate Salesforce® effectively, create reports, manage email campaigns and learn from all the data.

We offer basic training services and comprehensive customized training depending on your needs. Get the most out of your investment by keeping your employees up to date with the most recent Salesforce® updates and ensuring that they are utilizing all the amazing features properly.



SUPPORT

Support is more than just troubleshooting and answering questions. A well-maintained system ensures that your organization is productive, competitive, online, engaged and ensuring high yields on your investment. With user queries resolved promptly Blue Consulting ensures that you benefit from high adoption rates and give users confidence in the system, therefore, making the most out of the platform. As the worlds #1 most innovative company, Salesforce® has 3 releases a year and over 1500 pages of release notes. As Silver Salesforce® Partners, we promise to ensure you keep up with the latest updates through our digest summaries.

CUSTOMER SATISFACTION, SUCCESSFUL GO-LIVE, AND USER ADOPTION ARE AT THE CORE OF WHAT WE DO.

Besides our standard 1-year implementation warranty, we offer the following support tiers:

TIME & MATERIAL	SILVER	GOLD	PLATINUM
<p>US \$ 35 per hour</p> <p>Use hours as needed, pay as you go</p> <ul style="list-style-type: none">• Support hours based on requests• Monthly Billing• Generic Contact• 9 AM – 6 PM(EAT)	<p>US \$ 1,650 for 50 hours</p> <p>Recommended for: Professional Edition</p> <ul style="list-style-type: none">• 50 Hours of consultation included in the package• Generic Contact• 9 AM – 6 PM(EAT)	<p>US \$ 4,500 for 150 hours</p> <p>Recommended for: Enterprise Edition</p> <ul style="list-style-type: none">• 150 Hours of consultation included in the package• Dedicated Contact• Monthly Health Report• Generic Contact• 9 AM – 6 PM(EAT)	<p>US \$ 6,750 for 250 hours</p> <p>Recommended for: Enterprise Customers</p> <ul style="list-style-type: none">• 250 Hours of consultation included in the package• Dedicated Contact• Monthly Health Report• 9 AM – 6 PM(EAT)

Our Service Delivery Process

HOW WE DO IT



DISCOVERY WORKSHOP

We take time to understand your business process. This guarantees that we get it right from the get go.

IMPLEMENTATION

By utilizing agile methodology, we will give you periodic updates on the project and adjust based on your feedback.

TRAINING

A system is only as successful as the end user adoption. We offer both onsite and remote training..

SUPPORT

We will be available to help out on phone or email within 1 hour.

**END OF
DELIVERY**



WATCH OUR DEMO!

Grow your business with a full suite of business-enhancing CRM tools.

ARE YOU READY TO BEGIN YOUR BLUE CONSULTING JOURNEY?

Our Salesforce® consultants are equipped to tailor Salesforce® to streamline business processes. Through our tailored solutions your company will be able to increase productivity, have a clearer view of the sales process as well as cut on costs.

We bring extensive experience providing expert, objective advice, combined with deep domain knowledge and strong capabilities in strategy, and organization, analytics, technology and operations.

CONTACT US

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