



# Turning an Underused Data 360 Implementation into Measurable Retention Gains

## Client Overview:

A financial institution had already integrated Salesforce, but their Data 360 initiative wasn't delivering expected outcomes. The platform existed, yet activation across real business goals—use cases, transactions, retention, and scale—remained limited without a structured execution path.

## Key Challenges

- Data 360 deployed but not operationalized to meet business targets.
- Lack of clear roadmap and prioritization across use cases.
- Difficulty scaling transactions and activation reliably.
- Need for a governed foundation to start AI implementation.

## Solutions

- ✓ Delivered expert-led intervention to operationalize **Data 360** for measurable outcomes.
- ✓ Built detailed roadmaps and executed a **90-day** guaranteed MVP to prove value fast.
- ✓ Delivered and scaled **13** prioritized use cases tied to retention and activation.
- ✓ Expanded from MVP to full-scale implementation based on proven results.

## Impact



Accelerated value realization compared to earlier processes.



Improved customer understanding through segmentation and unified profiles.



Established Data 360 as the starting point for controlled, AI-ready implementation.

## Results



**13**

use cases delivered



**343K**

transaction-month milestone achieved



**30%**

higher customer retention



**37%**

of the system upgraded



**55K**

records segmented and unified



At mindZvue, we are committed to offering quality solutions at affordable prices. Our 8+ years-long commitment to the existing client is a testimony of results, consistency and growth. Through staffing, we are disrupting the tedious hiring process, which is relatively time-consuming and rigid.

We follow a flexible approach, i.e., you can hire for short-term or long-term from the pool of dedicated, experienced, and certified Salesforce developers.

## See our results



### **75+ Projects Completed**

And the number continues to grow.



### **Cost Cuts**

Replacing hiring with staffing at affordable costs.



### **0 Dropouts for 8+ years**

Happy clients with consistent results.



### **Maximum ROI**

Customized solutions for churning visible results.



### **High Risk-Free**

Army of certified Salesforce Developers.



### **97% + Renewal Rate**

Our clients continue to renew plans-  
Salesforce Staffing or Managed Solutions.

## Our locations

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