

Kronos Goes All-in with Salesforce



Guided by decades of experience and innovation, Kronos Incorporated offers the industry's most powerful suite of solutions to manage and engage the workforce, from pre-hire to retire. Kronos supports workforce management and human capital management in a wide range of industries including healthcare, manufacturing, retail, government, education and banking.

In keeping with its innovative culture, Kronos committed to moving some of its key IT systems from on-premises into the cloud. "Our applications worked well supporting our existing business process," says Michael Gibeault, Senior Director, IT Project Management Office at Kronos. "But as our business evolved, we needed modern systems that could keep up."

Looking to Connect Three Key Systems

Kronos knew that it needed an integrated systems landscape. The company set out to replace and integrate its CRM, customer support and customer portal systems.

"We wanted to shift our existing systems to the cloud to better serve our customers, but we found they wouldn't really work well from a SaaS perspective," says Gibeault. "So we made the decision that if we wanted to really become a full SaaS provider we needed world-class systems that would be able to support our business."

Salesforce Selected for Cloud Platform

Kronos decided to implement an enterprise solution from Salesforce to replace its existing systems. The company chose Sales Cloud to handle CRM, Service Cloud for customer support, and Community Cloud as the customer engagement portal.

"Salesforce provided a compelling use case to get us on one platform," says Gibeault. "Salesforce was able to support all our needs and consolidate three siloed systems onto one integrated enterprise platform. We also wanted to get closer to the coveted 360-degree view of the customer, and we knew having everything live natively on one platform would help us get there."

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- Michael Gibeault, Senior Director, IT Project Management Office,
Kronos Incorporated

Apps Associates Helps with the Implementation

Kronos identified a need for an internal program manager with Salesforce experience to help guide the implementation. While it was looking to fill the position, it contracted with Apps Associates to provide an interim Salesforce program manager.



"We wanted to find consulting help that would work closely with our internal team on the implementation. A formal SI model wasn't the answer," explains Gibeault. "We decided to try a different approach and we soon recognized the numerous resources available from Apps Associates. We began with a couple of consultants and as we started to see the value, we expanded our presence with them on the project. We wanted to interview each person they brought in to be sure they were up to the task and would

fit in with our team. Apps Associates went above and beyond in accommodating that request. Everyone they put in front of us was a quality individual.”

Apps Associates quickly became engaged in the Service Cloud and Community Cloud implementations.

“We originally planned to integrate our legacy customer portal with Service Cloud and eventually cut over to Community Cloud in a future phase,” said Gibeault.

“But after discussions between the Kronos and Apps Associates teams, we realized that because of the native integration that exists in Salesforce, we would be better off going right to Community Cloud. Apps Associates helped us through a couple of prototypes that bore that out.”

The implementation continued with ticketing, queuing and ensuring the right pieces were in place for the Community- especially those with a focus on knowledge content and self-service.

Successful Implementation Provides Early Benefits

Working together, the Kronos and Apps Associates teams were able to ensure zero downtime for 24/7 global operations during the changeover.

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Kronos has realized a number of benefits from the Salesforce implementation. Customer adoption of the Community Cloud has been rapid with nearly 14,000 signups, 3,000 questions asked, 4,000 answers given, and over 700 ideas submitted in just over two months.

Consolidating the specific systems has also allowed Kronos to refine their master customer data and make more informed decisions.

“We are really seeing the power of data and how it can help

us improve,” says Gibeault. “We now have a more holistic view of the business and better visibility into customer activity and the business in general. The 360-degree view is in sight for us. That’s an exciting proposition for everyone.”

Apps Associates Valuable Partner

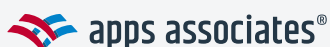
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**Apps Associates will be one of the
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Kronos was pleased with the contributions made by the Apps Associates team.

“The number one thing is the quality of resources Apps Associates brought and their willingness and ability to fit within the structure we wanted to provide,” says Gibeault. “Understanding what we’re doing and being able to work within those confines is key to the relationship.”

“The other aspect that stands out is the flexibility and the ability to pivot and readjust,” Gibeault says. “We had a number of challenges throughout the course of the implementation and had to change directions on more than one occasion. The Apps Associates team was certainly willing to accommodate those requests and work with us to come up with creative ideas to help us overcome some significant challenges.”

“Going forward we’re going to continue to have a need for Salesforce support,” Gibeault sums up. “And when those needs arise, Apps Associates will be one of the first we reach out to.”



For more information about Salesforce services from Apps Associates, please visit www.appsassociates.com or call us at +1-855-399-0230.