

Case study

---

# Enable Customer Outreach & Transition to Less Harmful Products for EU-based Tobacco Company



## Client

The client is a multinational European tobacco company building a future on smoke-free products that are a better choice than cigarette smoking.



## Challenges

The client is on a mission to empower tobacco harm reduction by enabling education and a path for transition to less harmful, non-combustible alternatives to cigarettes. These initiatives required strong capabilities to support advocacy, remote coaching, and offer management to support this large-scale customer change management. Unfortunately, the application landscape was outdated and siloed, limiting the program's effectiveness.

# LTI Mindtree Solution

LTI Mindtree created a single pane of glass solution on Salesforce that connected user registrations, coupon assignment systems, product selections, and guided learning. Salesforce created a customer 360-view orchestrating workflows across multiple internal applications, a single source of truth system, which was integrated with other systems. The solution provides remote coaches and service agents with a consistent view of the customer information and tools required to carry out their day-to-day activities. It helped Marketing and Sales users to improve the speed of customer engagement and campaign execution.

A unified view of information allows unprecedented visibility into the performance of distributors, campaign effectiveness, customer sentiment, and sales metrics.

Finally, we improved post-sales servicing by tracking all the customer issues/queries effectively, enabling collaboration. As a result, the end customer saw a great improvement in key service metrics such as First Time Right and Mean Resolution Time.



# Business Benefits



Improved customer experience with the brand.



Enabled 360-degree view throughout the customer life cycle.



Real-time business visibility across sales, service, and marketing.

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>