

CASE STUDY

ghd

DIGITAL ASSET MANAGEMENT



The Client

ghd – or Good Hair Day – are the market leaders in hair straightening irons. Founded in Yorkshire by three hairdressers – Martin Penny, Gary Douglas and Robert Powls – the business has achieved huge growth and global success since its launch in 2001.

The company is renowned for its innovative products and commitment to hair science. A unique Research & Development lab in Cambridge oversees product testing and the production of innovative new products that get both the best style results and healthier hair.

It's this innovation that's helped ghd establish itself as a premium brand with multiple products on offer and winner of over 200 beauty awards. It's recommended by over 75% of stylists. From its headquarters in Leeds, ghd supplies products to over 50,000 salons around the world and sells more than two million stylers to consumers every year.



The Challenge

To manage all their global sales and contacts – both with salons and directly with end users – ghd have a dedicated customer service team in their Leeds HQ. They use Salesforce to track contacts and share documentation.

Traditionally this document management relied on Microsoft Word documents shared with Salesforce via a Word Connector. Although this solution was never perfect, it served its purpose.

That was until Salesforce withdrew its support for the Word Connector and ghd faced a real challenge. Sharing these documents with customers as part of their own support programme was business-critical. ghd prides itself on its customer service, and these documents contained essential templates like price lists, payment confirmations and return forms.

The sales and customer support teams needed a way to replace these templates and ensure the technology was seamlessly integrated with existing operations to minimise any disruption.

Time was of the essence as support for their existing processes was withdrawn. ghd needed a new software solution to ensure each relevant document could be shared with the appropriate contact when required. But they also needed all those Word templates updating to support any new system and lacked the resource to do this in-house.



“We'd long had an issue on Salesforce with the document management side of things, which came to head when support for their Word Connector was stopped. We simply didn't have the capacity within the business to update templates and take on the additional Salesforce admin. Because of the withdrawal of support, we had a big issue. We were stuck.”

John Yaxley
Business Systems Manager, ghd

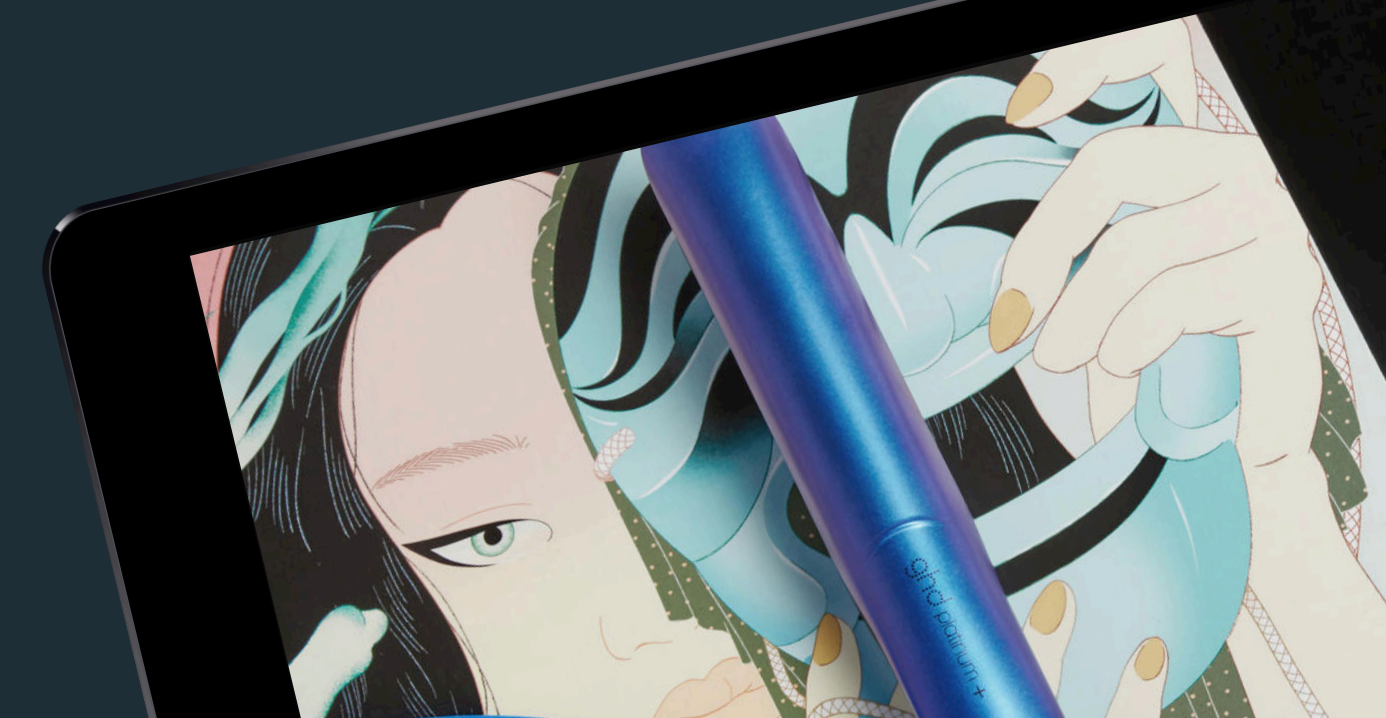
Key Objectives

- Urgently replace an unsupported legacy system within Salesforce connecting word templates with contacts
- Ensure thirty users split across two support teams could seamlessly use the new software on a daily basis
- Update all templates to meet with requirements of customer service and sales teams
- Deploy a new system as quickly as possible – without causing any disruption to operations
- Encourage better use of Salesforce technologies and functionalities

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In the short-term we needed to replace the document templates we were relying on as quickly as possible. But longer-term, our outbound sales team wanted a solution where they were able to send out more regular email communications using Salesforce. Data Dwell gave us that solution to deal with the immediate inbound issues and also help us with longer term plans to grow our business. ”

John Yaxley
Business Systems Manager, ghd



The Solution

As a 100% Salesforce Native app – recommended by ghd’s Salesforce Account Executive, Data Dwell could provide a simple, effective solution to connecting customer service documents with Salesforce and ensuring sales and support representatives could share them seamlessly with contacts.

The bigger challenge was replacing these word documents into new, usable templates that could be auto-populated with the relevant information. As ghd didn’t have the resource to do this themselves within Salesforce, the Data Dwell team stepped into help. They took full responsibility for updating all templates for ghd and were even able to offer some additional improvements. By integrating barcodes into the templates for example, ghd were able to retire a third-party piece of software.

This dedicated support extended to full training and onboarding help. Data Dwell made regular visits to the ghd HQ to deliver presentations to team leaders, with clear, simple training session on using the new tool and guidance on administrative management.

Regular weekly calls between Data Dwell and ghd ensured deployment, implementation and uptake was as seamless as possible, with minimal disruptions to operations. They also gave Data Dwell the chance to offer added value with advice on Salesforce best-practices and additional ways to improve processes.

Not only did this provide the essential solution ghd required for their short-term challenge, it also laid the foundations to build on for increased use of Salesforce, Data Dwell and their combined functionalities.

Data Dwell and ghd are continuing to work closely together to implement new marketing communications and follow-up emails, further supporting the team and the business as a whole.

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The business now has a much better solution than anything they had before. Data Dwell has given us much more than just solving the problem we had. It’s given us something that’s easy to use, delivers excellent visibility and provides a foundation for future activities that we haven’t been able to do before.

As an organisation they’re extremely supportive and worked really well with us. Dan and Skarpi at Data Dwell are really attentive, we still have regular calls, and they’re always keen to help. They definitely go above and beyond what we expected, and we couldn’t fault them. ”

John Yaxley
Business Systems Manager, ghd

Key points



The Challenge

- Support withdrawn for the tool used for essential business operations – the connection of Word document templates with Salesforce
- An urgent solution required to ensure operations could continue uninterrupted
- A lack of resource in-house to update templates into more usable formats
- A lack of awareness of Salesforce features and functionality



The Solution

- Streamlined software to connect document templates to Salesforce for quicker, easier use by customer support teams and sales reps
- Rapid deployment to replace unsupported systems and minimise operational disruption
- New templates built to auto-populate customer data
- Comprehensive onboarding and training plan, including on-site training sessions
- Dedicating support and problem solving through:
 - Weekly 1-to-1 calls
 - Advice on Salesforce best practice
 - Ongoing suggestions and plans to increase Salesforce activities



The Results

- Unsupported legacy system updated with simpler, easier-to-use software and processes
- 100% uptake and support of the new processes, used on a daily basis
- 10+ document templates updated, removing unnecessary 3rd party software
- Greater visibility of engagements and actions taken by the team
- Increased engagement with Salesforce and plans to increase outbound marketing activities through the platform.
- “An easy-to-use solution that works well, does what we need and gives us the foundations to build on”



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