



case study



Industry: High Tec

Products Used: Sales Cloud

Company Overview

Cindercone is a specialist integration provider, helping businesses connect critical software applications for seamless data flow. With a strong reputation for reliability and innovation, Cindercone utilises Salesforce® as a key platform for its CRM and internal operations.

Challenges

The company identified several areas for growth:

- **Enhancing Expertise:** Cindercone's internal team recognized the opportunity to further optimise their Salesforce® instance by seeking additional expertise.
- **Scaling for Success:** As Cindercone expanded, they proactively sought expert support to ensure their Salesforce® environment scaled efficiently and maintained peak performance.



"They help take the weight off our internal team so we can focus on growing our business while knowing our Salesforce® system is in expert hands - we couldn't be happier with the partnership."

Martin Hepworth, Director

Solution

Mint® collaborated with Cindercone to enhance their Salesforce® system:

- **Dedicated Salesforce® Expertise:** Mint® provided an extension of Cindercone's internal team, offering access to certified Salesforce® specialists.
- **Flexible and Scalable Support:** A Managed Services model allowed Cindercone to scale support up or down based on business demands, maximising cost-effectiveness.
- **Strategic Enhancements:** Mint® implemented improvements aligned with Cindercone's evolving business goals, ensuring Salesforce® remained a driver of growth.

Conclusion

Mint®'s Managed Services provided Cindercone with the expert Salesforce® support needed to maximise efficiency, reduce internal workload and drive business growth. By ensuring proactive maintenance, strategic enhancements, and flexible support, Mint® helped Cindercone unlock the full potential of their Salesforce® investment.

Looking for expert Salesforce® support for your business?

Contact Mint® today:

+44 (0) 800 032 2840

hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER