



Britannica
EDUCATION

case study



Industry: Education

Products Used: Sales Cloud, Sales Performance Management

Company Overview

Encyclopædia Britannica (UK) Ltd. is a globally recognised leader in education and knowledge resources, committed to delivering trusted information to learners, educators and professionals. With a strong digital-first strategy, the organisation is continually evolving their platforms to meet the needs of modern education while preserving the integrity and depth that defines the brand.

Challenges

Encyclopædia Britannica recognised an opportunity to modernise and streamline:

- **Legacy UI:** Salesforce® Classic was limiting user experience and capabilities.
- **System Bloat:** Old processes and unused configurations slowed performance.
- **Missed Insights:** Reporting didn't reflect the depth of available data.

Solution

Mint® partnered with Encyclopædia Britannica to migrate to Lightning and refresh system processes.:

- **Lightning Migration:** A modern interface improved navigation and engagement.
- **Health Check Audit:** Processes and fields were reviewed for relevance and performance.
- **Data-Driven Redesign:** Enhancements supported cleaner data and better reporting.

Results

- **Improved Efficiency:** Users navigate faster and complete tasks more easily.
- **Stronger Reporting:** Teams get better insights to guide decisions.
- **System Alignment:** Salesforce® is now cleaner, faster and fit for the future.



"Switching to Lightning and cleaning up the system changed everything. It feels faster, smarter and more useful. Mint® made it simple."

Jane Helps, Sales Enablement Manager

Conclusion

This transformation enabled Encyclopædia Britannica to take full advantage of the Salesforce® platform. With cleaner data, streamlined processes and a user-first interface, their teams are more productive and better equipped to make strategic decisions. It also laid the foundation for more advanced reporting and automation initiatives going forward.

Still stuck in Classic?

Let Mint® help you upgrade & optimise.

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.



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