



**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 identified the need for enhanced Salesforce® agility:

- **Reactive Admin Support:** Day-to-day changes and minor improvements required expert input.
- **Internal Capacity:** Limited in-house admin availability created resource pressures.
- **Operational Continuity:** Timely adjustments were key to keeping processes moving.

## Solution

In collaboration with Mint®, a Managed Services Agreement was established to provide Salesforce® Administrator expertise on demand:

- **On-Demand Admin Expertise:** Mint® delivered flexible support for routine tasks and urgent requests.
- **Time-Saving Solutions:** Issues were resolved quickly without long queues or handovers.
- **Continuous Improvement:** Proactive suggestions helped improve workflows and user experience.

## Results

- **Agile Support:** Encyclopædia Britannica kept up with operational demands without overburdening internal resource.
- **Increased Responsiveness:** Admin queries were resolved faster, improving system stability.
- **More Capacity:** Teams focused on higher-value work, not maintenance tasks.



**"Mint® is like an extra pair of expert hands when we need them. They're quick, reliable and help us stay on top of things without overcomplicating."**

*Auguste Silvanaviciute, Data & Insights Executive*

## Conclusion

With Mint®'s flexible Managed Services Agreement, Encyclopædia Britannica can respond to change, stay current and deliver better internal service. This partnership ensures they get the expertise they need without the overhead. It's a cost-effective way to ensure continuous improvement and stability across their Salesforce® environment.

### Looking for smart admin support?

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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