



case study



Industry: Non-profit



Products Used: Sales Cloud

Company Overview

Greentop Community Circus Centre is a leading charity dedicated to circus arts, offering training and performances that inspire creativity and inclusivity. With a strong community presence, they aim to engage diverse audiences through high-quality creative experiences.

Challenges

Greentop were looking to refine and enhance their org:

- **User Experience:** The Salesforce® interface had room for improvement, with opportunities to streamline navigation and improve staff efficiency.
- **Data Alignment:** There was potential to better integrate key business processes into Salesforce®, ensuring data consistency and reducing manual workarounds.
- **System Optimisation:** Automating more tasks would allow the team to work more efficiently and focus on delivering exceptional circus experiences.

Solution

Mint® worked closely with Greentop Circus to refine and optimise their system:

- **UI Improvements:** The user interface was redesigned for a cleaner, more intuitive experience, reducing time spent searching for key information.
- **Process Alignment:** Salesforce® was tailored to fit Greentop's workflows, ensuring data accuracy and reducing duplication.
- **Automation and Efficiency:** Key administrative tasks were automated, freeing up valuable time for the team to focus on delivering exceptional circus experiences.

Results

- **Increased Productivity:** Staff could access and update records quicker, cutting down administrative time.
- **Better Data Management:** A structured and organised database meant fewer errors and greater confidence in reporting.
- **Enhanced User Experience:** A simplified system meant staff adoption increased, making Salesforce® a more powerful tool for the organisation.



"We knew Salesforce® had the potential to make our lives easier, but we weren't quite getting there. Mint® came in, listened, and just got it. Now its so much more effective"

Teo Greenstreet, Centre Director

Conclusion

By partnering with Mint®, Greentop Circus transformed their Salesforce® experience, making it a vital tool rather than a daily frustration. With a system that now aligns seamlessly with their operations, they can focus on what they do best, bringing the wonder of circus to their community.

Discover a fresh perspective on your Salesforce®

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



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