

Salesforce - Gravitas Consultancy Solutions

Service Definition Document



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Overview of sectors

01 Social Housing, Local Authorities, Government, Transport & Combined Authorities

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Overview

Service Definition

Gravitas provides consultancy Salesforce services to the Public & Not for profit Sector for the:

Salesforce is a cloud-based customer relationship management (CRM) platform that helps companies manage sales, customer service, marketing, and business processes in one system. It is widely used to track leads, manage customer data, automate workflows, and analyse business performance.

Not only are our services to enable the successful adoption of Salesforce but also enables Customers to integrate other key systems.

As part of this service, we can provide the following:

1. Consultants with strong strategy, design and Business Analysis skills who can facilitate the planning of these projects.
2. Consultants who offer discovery services to help clients identify business requirements, conduct gap/risk analysis, and support with the process of tendering for a new solution/technology.

Overview

Service Definition

Overview of skills:

Salesforce Developers build custom functionality using Apex, Lightning Web Components, and integrations.

Salesforce Consultants work with clients to design solutions that fit business requirements and best practices.

Business Analysts gather requirements and translate business needs into Salesforce features and reports.

Salesforce Architects design scalable, secure, and integrated system architectures across multiple Salesforce clouds.

On the data side, **Marketing Cloud and Data Cloud Specialists** focus on customer journeys, automation, and analytics.

Salesforce QA/Testers ensure implementations work correctly through testing and validation.

Common skills across the ecosystem include CRM concepts, data modelling, automation, reporting, communication, and problem-solving.

Service overview

01 Features

- Specialists in Salesforce
- Specialists in end to end projects
- Track record of delivering consultancy to 40+ Public Sector organisations
- Technical Consultant pools
- Project Consultant pools
- Flexible delivery model

02 Benefits

- Cost effective approach
- Ability to rapidly deploy specialist Salesforce Consultants
- In-depth knowledge of Salesforce
- SOW delivery model prevents scope creep
- Time & Materials delivery model
- Outcome/milestone-based delivery model

Specialist Consultants

Our network & Community are highly skilled and experienced within the Industry

Salesforce & Data

- Development
- Consultants
- Architecture
- Business Analysis
- Project & Programme Management
- Testing
- QA
- Marketing Cloud
- Data Cloud Specialists

CONTACT US

PLEASE REACH OUT!



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