



Salesforce Excellence Accelerator for CRM Productivity

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1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

Salesforce Excellence Accelerator for CRM Productivity

Service Description

A consulting service empowering sales teams to maximise CRM adoption, streamline workflows, and drive superior revenue outcomes for growth-focused enterprises.

Features

- Tailored CRM workflow optimisation for sales processes
- Custom productivity tool integration and automation
- Advanced sales analytics and reporting dashboard deployment
- User adoption, change management and enablement programme
- Data quality assessment and cleansing for CRM records
- Mobile access configuration for remote sales teams
- Sales pipeline performance and conversion optimisation
- Automated lead assignment and tracking systems
- Comprehensive training modules for sales teams
- Ongoing support and performance health checks

Benefits

- Accelerates sales team efficiency and effectiveness
- Delivers faster, data-driven business decisions
- Boosts user CRM adoption and satisfaction rates
- Enhances customer experience and retention
- Improves pipeline visibility and forecasting accuracy
- Reduces manual sales administration overhead
- Enables swift adaptation to evolving market needs
- Maximises return on CRM investment
- Strengthens compliance and data governance standards
- Supports sustained revenue growth and competitiveness

Constraints

Requires existing CRM platform; client commitment to training and change management; customisation scope defined upfront.

CONTACT US

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