

# BETTER ROI AND CUSTOMER EXPERIENCE THROUGH ENHANCED PROCESSES AND CLIENT SKILLS

## AN ACCELERATION AND SALESFORCE MARKETING CLOUD STORY

### THE CLIENT

A long-established brand in the international casino industry, Caesars Entertainment UK offers a diverse portfolio of gaming, entertainment, restaurants and bars.

### THE CHALLENGE

Make Salesforce Marketing Cloud simpler to use while optimising investment in the tool by identifying key pain points and improving processes.

### THE APPROACH


- A one-day workshop with representatives from Caesars Entertainment UK, focusing on the Caesars marketing campaign delivery processes
- A post-workshop period of analysis, followed by playback of recommendations to the client on how to simplify and improve processes within SFMC and enhance the overall customer experience
- 5 days of on-site training (enablement program) tailored to the client's specific needs, enabling Caesars to implement recommendations in house

### THE RESULTS

- Greater business benefits through changes in the processes and setup of SFMC, leading to a much-improved experience for Caesars UK's customers
- Increased return on the client's investment in SFMC, including a 20% time saving for the Caesars UK data team
- Better client knowledge and understanding of SFMC, enabling insights and skills applicable to future enhancements in the platform

How could Acceleration's expertise in Salesforce Marketing Cloud work for your business?

Get in touch. Contact us on [salesforce@acceleration.biz](mailto:salesforce@acceleration.biz)

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“The team at Acceleration had a clear understanding of the pain points we faced and made recommendations we could implement immediately and highlighted other opportunities that would help us in the longer term. Benefits so far have included simplifying our campaign delivery processes, improving our existing email templates and freeing up to 20% of our Data Specialists' time to work on other important data projects.”

**Sarah Robinson**  
Head of Group Marketing  
Caesars Entertainment UK

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