

PROJECT OVERVIEW

Project Title

International Salesforce CRM Implementation
Eastern & Central Europe | Sep 2019 – Sep 2022

Associated With

iSTYLE | Apple Premium Reseller (CEE Region)

Project Objective

To unify and modernize customer relationship management across Eastern and Central Europe by implementing Salesforce CRM, covering **B2C, B2B, and After-sales** workflows in multiple countries. The goal was to drive operational efficiency, boost sales visibility, and elevate customer support quality.

Project Scope

- **7 Countries** across Eastern & Central Europe
- **3 Business Segments:** B2C, B2B, and After-sales
- Implementation across **Retail, eCommerce, and Service** departments
- Integration with legacy systems and regional platforms

My Role

CRM Implementation Consultant & Local PM Support

- Led requirement gathering in Serbia, Croatia, and North Macedonia
- Coordinated user acceptance testing (UAT) and localization validation
- Delivered live and virtual training for 100+ users
- Supported configuration and rollout alongside international Salesforce vendor
- Acted as the **liaison** between local teams and global CRM leadership

Key Skills & Tools

Salesforce Sales Cloud · Case Management · SaaS · Jira · Confluence · Zoom · Slack
· MS Excel/Project · Data Mapping · User Training · Change Management

EXECUTION & COLLABORATION

Responsibilities & Contributions

Requirements Gathering

- Facilitated discovery workshops with sales, support, and IT across 5 markets
- Created process maps and translated business needs into functional documentation
- Helped define MVP and release priorities in collaboration with the vendor team

Customization & Integration

- Reviewed technical proposals for data models and workflows

- Supported field mapping and data migration strategy
- Participated in sandbox testing and feedback cycles for B2B account logic and B2C lead flows

Training & Adoption

- Designed and delivered role-based training in Serbian and English
- Developed user guides and FAQs
- Provided floor support and post-go-live coaching

PM Support & Stakeholder Communication

- Used Jira/Confluence for sprint coordination and milestone tracking
- Coordinated weekly syncs with country leads and central PMO
- Flagged and resolved local market blockers during rollout phase

Key Stakeholders & Team Members

Role	Description
Regional CRM Lead	Oversight of implementation strategy and milestones
Local Country Managers	Operational approval, pilot feedback
Salesforce Partner Vendor	Platform customization, delivery
Local Teams	Sales, After-sales, Retail Store Managers
Training & Support	Assisted with onboarding and documentation
IT/Integration Lead	Managed legacy data migration and platform syncs

OUTCOME & IMPACT

Results Achieved

- Salesforce CRM successfully rolled out across 5 countries
- Unified lead tracking, sales forecasting, and after-sales case management
- Improved visibility for management and standardized KPIs across markets
- Reduced manual reporting by 60%
- Trained over **100+ users**, increasing CRM adoption above 85% within 3 months of launch
- Created a blueprint used by other regions for future rollouts