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WIG	6.280	81.002.000
AHD	2.111	13.111.000

ESP	445	6.800
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NFR	1.632	3.652
(+122)	(+58)	(+182)
KLM	1.901	3.280
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LSD	637	12.430
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# Multi-cloud Salesforce Integration with OMEGA Engineering

INDUSTRY: INSTRUMENTATION



# About the Client

*OMEGA Engineering, an American instrumentation company and global solution provider of highly engineered process measurement and control products, such as Temperature, Pressure, Force & Strain Measurements, Control & Monitoring, and IoT Wireless Systems.*

## INTRODUCTION

Royal Cyber implemented a modern CRM & Commerce solution, integrated numerous back-end systems, and extended by many third-party software vendors.

This multi-cloud integration included Salesforce Sales Cloud, Marketing Cloud, and Salesforce Service Cloud, along with Einstein Chatbot for Service.

OMEGA Engineering also enlisted Royal Cyber's support for on-going services, including Managed Services, Emergency Support, and implementation of continuous improvements.



## Targeted Functionalities

- Customer Management
- Quote/Order Management
- Enterprise Sales
- Customer Service
- Knowledge Base
- Marketing Automation

## USE CASE

A USA-based Instrumentation Company wanted a modern CRM and Commerce Solution.

## CHALLENGES

Lacking prospect conversion technology, targeted marketing campaigns, and client touchpoints.

## SOLUTION

Multi-Cloud Salesforce Cloud Integration.

*It's about three C's:  
From Challenges to  
Change,  
until Customer  
Satisfaction*

# OUR SOLUTION

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## Sales Challenge

Before this project, OMEGA Engineering found their outbound sales activities and prospect conversion processes were lacking. With no formal tracking software for their opportunities and leads, each was recorded manually. The manual quotes, RFQs sent over fax and email, and lack of visibility of customer quotes all triggered further delays.

## Solution

Opportunities are now being tracked with proper pipeline principles to increase sales by forecasting and product scheduling. Quotes are now automatically generated as PDFs. Royal Cyber streamlined the UX, saving time and effort with clear and organized order management systems. Salesforce Sales Cloud software offers an end-to-end journey, tracked with 360-degree visibility of customers.



## Marketing Challenge

There was no appropriate marketing application or connection between OMEGA Engineering's web-to-lead features and sales applications. OMEGA Engineering wasn't running or monitoring any tailored campaigns.

## Solution

Web-to-Lead functionality to funnel leads into the Salesforce Organization. They then used brilliant marketing automation, intelligent campaign management, and advanced customer behavior analytics to revolutionize OMEGA Engineering's marketing processes.

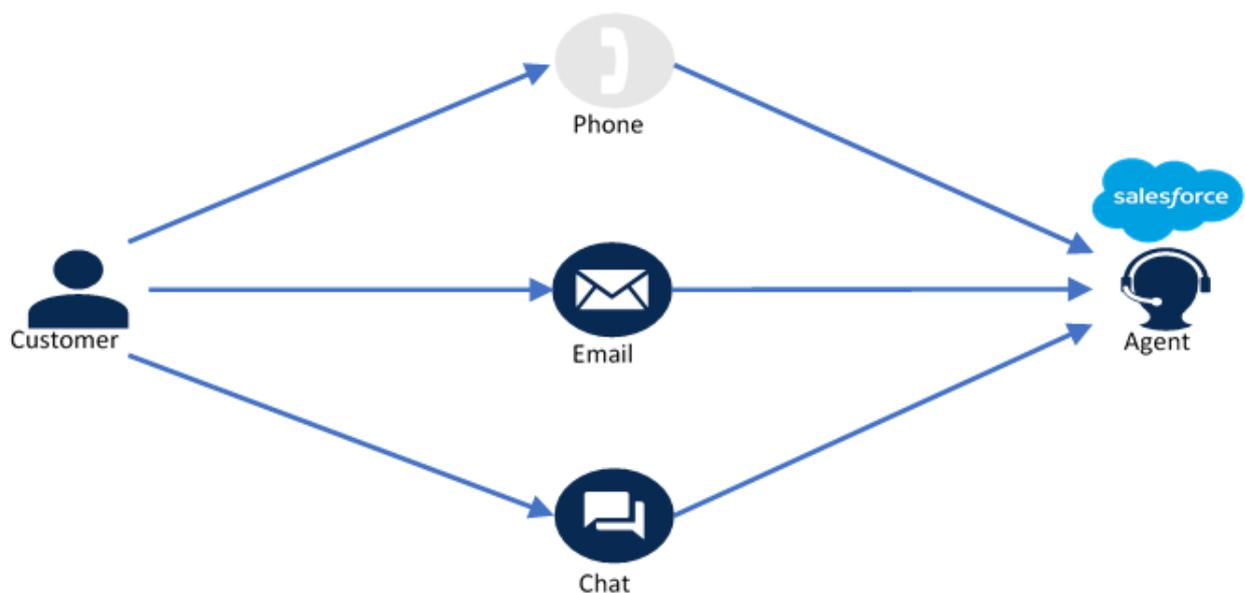


## Service Challenge

The lack of integrated systems left notable gaps in the customer journey. Ultimately time lapsed between touchpoints causing client displeasure.

## Solution

Royal Cyber added live agents to provide chat capabilities to customers, using CTI integrations to route calls to available agents. Web-to-Case and Email-to-Case functionality added value by expanding OMEGA Engineering's multi-channel approach. Visual dashboards and system integrations made customer support service seamless. The result was a customer support system that was easy, efficient, and available anytime.





## Einstein Chatbot for Service Cloud

Chatbots and customer service go hand-in-hand. Bots are like the co-workers who take most of the load off the agent. Salesforce has built Einstein Chatbot into Service Cloud to give make the CRM smarter and more intuitive.

Royal Cyber implemented Guided Selling and Chatbots, using the Einstein Chatbot. The bots have since received numerous routine customer inquiries.

### Value Added Functionalities Include:

- Faster Support
- Case management, Knowledge Base, AI
- Shorter Chat Duration
- Deflection of Customer Issues
- Understands, Interpret and Manipulate
- Supports NLP, NLU, and Automation
- Connecting Customers to a Live Agent



## Implementation Highlights

- Integration with the ERP, SAP & Data Warehouse
- Sales, Marketing & Service Cloud
- Customer Live Agent
- Web-to-Case
- Email-to-Case
- Einstein Bot for Service Cloud



## Royal Cyber Simplifying IT for Customers & Partners

Royal Cyber Inc. is an IT Consulting & digital transformation company specializing in services, solutions, and software. Royal Cyber is recognized and acknowledged by customers and partners worldwide, including Fortune 500 companies. Through its offices in the USA and 9 countries across the globe, Royal Cyber provides reliable and high-performing Commerce, Cloud, Analytics, Mobile, AI and Middleware solutions & services.

In ME & KSA specifically, Royal Cyber has been serving major enterprise accounts for the last 8 years, as an IT System Integrator and trusted technology partner, to overcome their complex Enterprise Modernization challenges and achieve their Digital Transformation journey.

We provide customized solutions to help achieve your business and technology goals

[See Our Strategic Partners](#)

OUR VISION

**Encourage Growth &  
Achieve Excellence**

**500**

600+

Clients



17+

Years in IT Business



1,000+

Employees / People