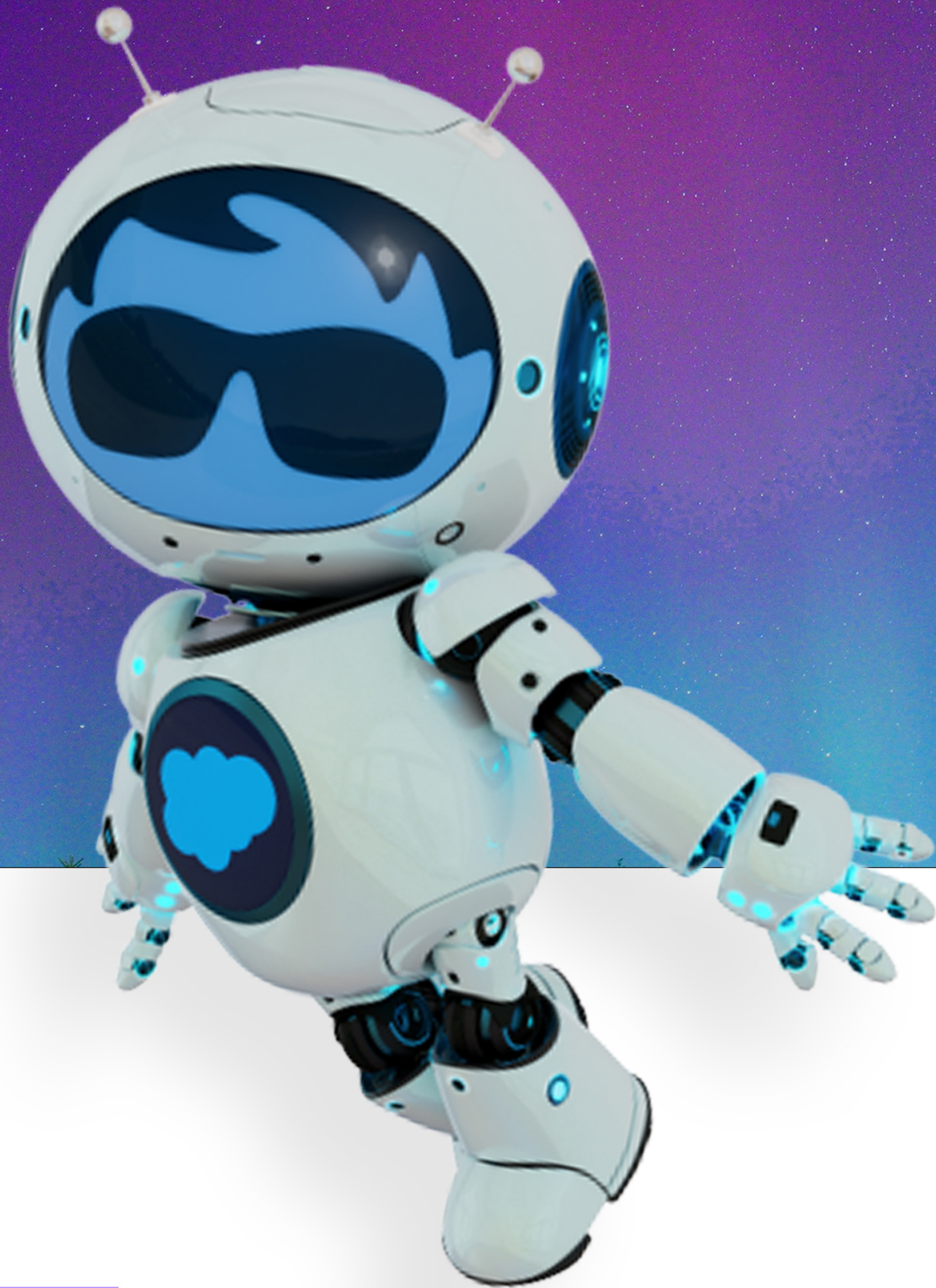




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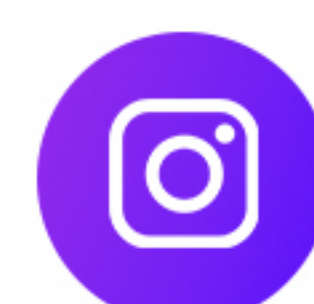


5 ways

A Salesforce Administrator Will Maximize Your Investment

Need a Salesforce Admin You Can Rely On?

Contact the Expert



Welcome & Let's Get Started!

You didn't invest in Salesforce to end up with messy pipelines, inaccurate reports, and frustrated teams.

Yet, that's where many companies land — not because Salesforce isn't powerful, but because it's not being managed the right way.

The truth is, a great Salesforce Administrator isn't just a “system guy.”

They're the difference between a CRM that drives growth and a CRM that drags you down.

This guide breaks down five high-impact areas where a skilled Admin protects your investment and creates lasting value for your team and business.

- ✔ Data Quality Management
- ✔ Automation That Saves Time and Reduces Errors
- ✔ User Adoption and Team Enablement
- ✔ Reporting That Drives Smart Decision-Making
- ✔ Change Management and Backlog Reduction

Data Quality¹ Management

Why it Matters?

Dirty data is the silent killer of **CRM ROI**.

When contact records are incomplete, duplicated, or outdated, your entire sales, marketing, and service operations suffer.

What a good Admin does:

- Runs scheduled audits to find and fix data inconsistencies.
- Implements strict data entry standards and validation rules.
- Cleans duplicate records and merges conflicting information.
- Maintains lead, account, and opportunity hygiene proactively.

Impact on ROI:

- Better pipeline forecasting.
- More accurate targeting and personalization.
- Reduced time wasted on bad leads.



Automation That Saves Time & Reduces Error

Why it Matters?

Without proper automation, teams spend countless hours on manual tasks that Salesforce was supposed to eliminate.

More manual work = more mistakes = lost revenue.

What a good Admin does:

- Builds smart automations that reflect your real business processes.
- Sets up lead routing, task assignments, and follow-up reminders automatically.
- Designs escalation rules and alerts that prevent leads from slipping through the cracks.
- Constantly improves workflows as your processes evolve.

Impact on ROI:

- Frees up time for sales reps to actually sell.
- Reduces human error.
- Increases consistency across customer touchpoints.

User Adoption And Team Enablement

Why it Matters?

If your team isn't using Salesforce — or worse, using it incorrectly — you're throwing away your investment.

What a good Admin does:

- Designs the platform around user needs, not just system requirements.
- Provides continuous onboarding and refresher trainings.
- Sets up intuitive layouts, fields, and flows that make Salesforce easy to use.
- Offers on-demand support to troubleshoot user challenges.

Impact on ROI:

- Higher CRM usage across teams.
- Better, cleaner data input.
- Increased buy-in from sales, marketing, and service departments.

Reporting That Drives Smart Decision Making

4

Why it Matters?

Leaders need insight — not endless spreadsheets and static dashboards

What a good Admin does:

- Builds customized reports aligned with your KPIs and goals.
- Creates real-time dashboards for sales velocity, deal health, pipeline value, and more.
- Surfaces hidden trends and bottlenecks proactively.
- Makes reports easy to access and interpret for non-technical users.

Impact on ROI:

- Faster, better-informed decisions.
- Immediate visibility into what's working — and what's not.
- Accountability and transparency across teams.



Change Management & Backlog Reduction



Why it Matters?

Your business isn't static — Salesforce shouldn't be either.

Slow updates, delayed tweaks, and an ever-growing “*change backlog*” cripple agility.

What a good Admin does:

- Manages a prioritized system backlog and resolves requests efficiently.
- Implements system changes without breaking existing processes.
- Stays ahead of Salesforce releases and platform upgrades.
- Ensures your system evolves along with your business needs.

Impact on ROI:

- Rapid adaptation to market changes.
- Faster delivery of new features and fixes.
- Happier end users and customers.

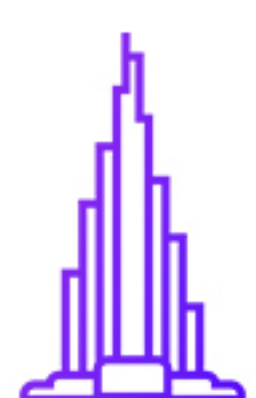
Need a Salesforce Admin who gets it right?

If Salesforce feels more like a burden than a system built for scale — it's probably a sign your Admin isn't doing what they should.

At **Carpe Diem**, we deploy *fully trained Salesforce Administrators* for agencies, *SaaS companies*, and *fast-growing businesses* across the US. These aren't freelancers — they're structured, *trained professionals backed by a 500+ people company*.

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