

TITLE

Enhancement of Organizational Analytics Through Salesforce for a Startup

MEET THE HERO

The Synebo's customer is a promising startup with founders who have extensive experience with Salesforce. Though the customer is new to the market, the team had a clear vision of how to leverage Salesforce's capabilities to improve organizational performance and administrative analytics.

ABOUT CLIENT

Industry	2023
Founded in	<50
Employees	April 2024
Start of the project	August 2024
End of the project	

BA and Administration



THE CHALLENGE



The customer approached Synebo to develop their first product—an AppExchange package designed to significantly enhance the analytical capabilities of chief administrators. The application needed to make reviewing and analyzing user activity metrics easier, providing valuable insights into the organization’s work patterns and user engagement.

Their goal was to develop an application with multiple dashboards and data tables that present in-depth organizational metrics, allowing top administrators and business managers to understand how the organization is functioning and to make informed decisions based on user activity data. They also required this application to be ready for submission to Salesforce's AppExchange platform.

Our solution

Synebo implemented a Salesforce application that can build interactive dashboards and data tables. These dashboards provided a wide range of data visualizations, including graphs, diagrams, and metrics tracking user engagement and organizational performance.

Key achievements of the Synebo team include:

1. Developing dashboards with interactive data visualizations that offer insights into user engagement, organization adoption metrics, and performance.
2. Creating custom tools for accessing and analyzing user feedback, enabling the measurement of satisfaction levels and identifying areas for improvement.
3. Displaying user trends and patterns through various graph formats, allowing administrators to track long-term engagement and activity across the organization.
4. Consulting with the customer’s team on every step of the AppExchange submission process, ensuring a smooth release.

After the successful implementation, the application was uploaded to the AppExchange, allowing other organizations to benefit from this powerful tool.

The results

The customer received a complete Salesforce application tailored to meet the analytical needs of its top administrators and business management. The product not only provided detailed insights into user engagement but also enhanced decision-making by offering visualized data trends and patterns.

The application is now live on the AppExchange, available for other organizations to leverage. In addition, Synebo continues to support the customer with ongoing consulting and application maintenance, ensuring the product's longevity and efficiency.



**End-to-end
development package**



**Complex
dashboards enriched
with analytical features**



**Successful publication
on AppExchange**