



FIND YOUR GROWTH PARTNER

# Aurora Expeditions

Customer Success Story

**MM+ Implementation Partner  
of the Year ANZ**

CREST

CONSULTING PARTNER

BY OUT IN THE CLOUDS

APAC Partner  
of the Year  
Awards 2021

salesforce





aurora  
expeditions





## **OVERVIEW:**

**Aurora Expeditions is a Travel Company operating expeditions primarily in the Arctic and Antarctic.**

With over 30+ years in the industry, they offer life-changing travels for their customers to explore the Real World. The company's drive is simple – to take small groups of travellers on voyages of discovery to regions that inspire - creating lifelong ambassadors for preserving and protecting these sacred places.

Whether customers are joining Aurora for the first time or returning for another thrilling adventure, the goal remains unchanged - explore wild places that stir the soul, and offer personal attention on unforgettable expeditions!

### **PRODUCTS:**

Sales Cloud  
Experience Cloud

### **LOCATION:**

Sydney, NSW

### **INDUSTRY:**

Travel

# The Objective

OITC worked closely with Aurora Expeditions to build a scalable Salesforce Instance to allow for the growth in the volume of data needed to create seamless experiences for customers when organising expeditions and, of course, to ready them for any future business growth and expansion.

## The objectives were:

- Create a central platform to collect and communicate accurate customer data to the product, sales and marketing teams.
- Build a solution allowing employees to Interact with customers and receive the correct information easily.
- Improve efficiencies in their processes of collecting and sharing data.
- Provide a central platform to improve collaboration and visibility across the business.
- Capture the correct data needed to create unparalleled customer travel experiences.



# The Challenges

## The team identified several areas for improvement:

- The company needed to grow its capabilities, as its previous systems did not support growth.
- The Sales, Marketing and Product teams required more data visibility and accuracy to create suitable expeditions for existing and new customers.
- They wanted a central platform with 360-degree visibility for employees to easily access and pull insights for future decision-making.





# The Solution

OITC worked with Aurora Expeditions to determine their goals and review current tools and platforms. As an outcome, OITC built out Salesforce as a central business platform to help scale efficiently and keep track of all customer enquiries, pipeline, stock, and key business metrics.

With Salesforce retiring Process Builder by the end of 2022, OITC wanted to ensure Aurora maintained business continuance with minimal impact. Therefore, OITC migrated their existing automation build in Process Builder to Flow.

Salesforce Experience Cloud was added to their existing platform to streamline their key business processes and enhance cross-team collaboration. We also improved Sales Cloud by designing a simple org for efficient and easy adoption.



# The Results


**IMPROVED ENGAGEMENT**  
WITH CUSTOMERS THANKS TO  
EFFICIENT COMMUNICATION  
**ACROSS INBOUND**  
**SERVICE CHANNELS**

**360** VISIBILITY OF  
THE **BUSINESS**

**ACCURATE**  
**DATA IS** NOW BEING  
**CAPTURED**

**HUGE ROI** OF 50%  
POST-SALESFORCE  
**IMPLEMENTATION**



The background of the slide features a dark, starry night sky with a vibrant green aurora borealis (northern lights) visible on the right side. In the foreground, the dark, silhouetted peaks of rugged mountains are visible against the starry sky.

“OITC was fantastic from day one! Communication was strong from the initial kick-off through implementation to the end. The detailed information shared was spot on, and at no time did I feel lost with anything; everything shared was laid out, and time management, communication and touch points were all great and easy to work with.”

- Dominic Sasse, Head of Information Systems & Technology at Aurora Expeditions.



# FIND YOUR **GROWTH** PARTNER

CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES  
OR DREAMS YOU MIGHT HAVE.



CONSULTING  
PARTNER

**MM+ Implementation Partner  
of the Year ANZ**



**in** [outintheclouds/](#)

[@outintheclouds](#)

**f** [outintheclouds/](#)

[outintheclouds](#)

# THANK YOU



**FIND YOUR GROWTH PARTNER**

[OUTINTHECLOUDS.COM](https://OUTINTHECLOUDS.COM)