



rackspace

Customer Case Study – Cotton Australia

Cotton Australia connects growers through Salesforce

Through optimization of its existing Salesforce CRM, Cotton Australia unified its grower base, streamlined communications and grew its membership.

Our customer

Cotton Australia is the peak representative body for the Australian cotton growing industry.

The obstacles they faced

Cotton Australia wasn't using Salesforce CRM to its fullest capacity, finding it difficult to extract information, track interactions with growers and manage the day-to-day operations with its current manual processes.

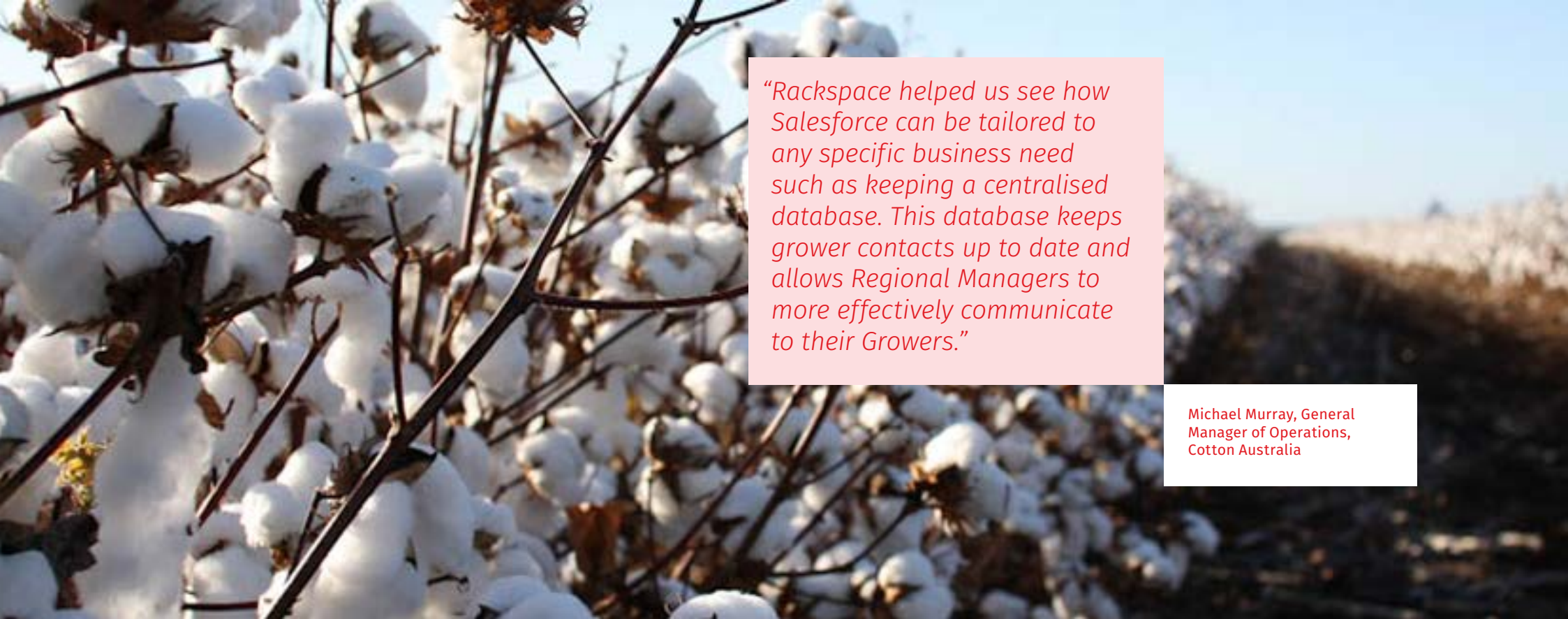
How we helped

Rackspace helped Cotton Australia leverage the Salesforce CRM to suit their needs, which include making sure all their information is accounted for and accurate.

What we achieved together

By partnering with Rackspace Application Services for CRM, Salesforce was set up for efficient use by Cotton Australia and tailored to its specific business needs rather than taking a one-size-fits-all approach.





“Rackspace helped us see how Salesforce can be tailored to any specific business need such as keeping a centralised database. This database keeps grower contacts up to date and allows Regional Managers to more effectively communicate to their Growers.”

Michael Murray, General Manager of Operations, Cotton Australia

Cotton is increasing in demand across Australia, yet primarily grown in New South Wales and Queensland. The Australian cotton industry employs more than 12,000 people, with approximately 90% of Australia’s cotton farmed from family-run businesses.

Reaching growers promptly empowers them with the latest information on transport, water and other regulations, whilst maintaining accreditation with the organisation. For this reason, communication with growers is absolutely critical for its success.

Having Rackspace as a partner to review Cotton Australia’s use of Salesforce CRM and improve its workflow has allowed Cotton

Australia to focus on providing meaningful information to its current members while increasing its member base, satisfaction and overall engagement.

Regional Managers of Cotton Australia needed an easier way to obtain an accurate list of growers in their areas so they could send out bulk communications. The clear solution to enable all of these changes is for Cotton Australia to improve its implementation of Salesforce CRM.

Cotton Australia needed a partner who could tailor Salesforce CRM to its specific needs for a reasonable price. Rackspace helped Cotton Australia embark on its Salesforce

CRM journey and realise the benefit of a tool it was not using to its fullest capacity.

Cotton Australia soon realised that by partnering with Rackspace, it would be able to leverage Salesforce CRM to optimise its business processes and take its communication with growers to new heights.

Providing a single source of truth through tailored implementation

Cotton Australia needed to optimise its use of Salesforce CRM, while reducing the time and energy required to manage the backend.

It also needed to free up staff that could turn its focus toward increasing membership access, satisfaction and overall engagement.

The first step was using Salesforce CRM as a tool to more easily enable and link communication between cotton growers, especially telecommunications and email.

“Rackspace helped us see how Salesforce can be tailored to any specific business need such as keeping a centralised database,” said Michael Murray, General Manager of Operations, Cotton Australia. “This database keeps grower contacts up to date and allows regional managers to more effectively communicate to their teams. We now have a single source of truth for all of

this information. Previously, it had proved difficult to extract this data.

“When Rackspace started work with us, they made sure that first and foremost, Salesforce CRM was easy for us to use and captured all information needed,” said Murray. “This also included more significant use of the Salesforce1 mobile app, which we readily adapted to.”

Cotton Australia’s goal was to seek assistance in order to transform the Salesforce CRM into a valuable asset that could enhance the overall business. In addition to storing accurate information, Salesforce CRM helped Cotton Australia conduct reporting in real-time and improve overall user satisfaction.

With its new ability to generate reports, Cotton Australia was better able to track and manage communications between cotton growers and organizations affiliated with them.

Creating an end-to-end program to increase membership and overall engagement

Through partnering with Rackspace Applications Service for CRM, Cotton Australia created an end-to-end program to focus on providing relevant information to growers and provide real value to the overall membership base of cotton growers; therefore increasing overall membership access, satisfaction and engagement.

“Following our partnership with Rackspace, there were simple next steps and actions to be taken,” said Murray. “For example, we set up email capture using a Microsoft Outlook plug-in and then provided email templates that regional managers could use to email growers directly from Salesforce. Rackspace

allowed us to see the power of a tool such as Salesforce CRM and how it can become the absolute fabric of the business.”

At the outset of this project, Cotton Australia had to decide whether it to continue with Salesforce, or look for a different solution. As budget was a large concern, Cotton Australia really didn’t want to lose the value of time and resources they’d already invested in the platform. Instead of starting from scratch, the organisation was able to build on previous investments with great success.

According to Murray, Rackspace went above and beyond to understand Cotton Australia’s business. Cotton Australia is a smaller organisation but there are a number of programs that needed to be integrated in order to allow us to ensure it was reaching the full number of growers and make sure it remained relevant to the membership base of cotton growers and maintaining overall satisfaction and engagement.

“Our relationship with Cotton Australia is fantastic,” said Paul Milinkovic, Salesforce Practice Director at Rackspace. “Cotton Australia drives support for the local cotton community by adapting new technologies to focus on growing the business further and retaining members. The teams have been compatible, patient and a pleasure to work with.”

As the cotton industry continues to grow in Australia, the demand for partners who will provide a single source of truth of information and a tailored program to meet exact requirements of growers will continue to be in high demand. And businesses that manage these commodities will need the right technologies and processes in place.

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honoured within the top 100 Great Places to Work for more than a decade.

Learn more at www.rackspace.com or call **1-800-961-2888**.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

Copyright © 2020 Rackspace - Rackspace®, Fanatical Support®, Fanatical Experience™ and other Rackspace marks are either registered service marks or service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

April 30, 2020 / Rackspace-Case-Study-Cotton-Australia-DTR-TSK-97a