

Lifetouch



Lifetouch.



Customer

Lifetouch, known as Shutterfly, is the most prominent family and school photography company in the country. Their nationwide network of photographers help capture memories and share them with others.



Challenge

Lifetouch was looking to update its schedule communications with its photographers. Any schedule challenges occurred via email, and any delay caused schedule issues or confusion. Additionally, Lifetouch sought cloud technology to automate its marketing and B2C engagements as well as to streamline and automate its customer service needs.



Solution

Eagle Creek implemented a Salesforce Field Service mobile solution to allow photographers advanced scheduling and route optimization, interactive maps, and territory planning. We also utilized marketing automation to build customer journeys across email, mobile, advertising, and its eCommerce storefront. An ongoing managed service team is placed at Lifetouch to keep current with Salesforce's three releases a year.

Industry:

Retail, Transportation & Logistics

Technologies:



Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

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