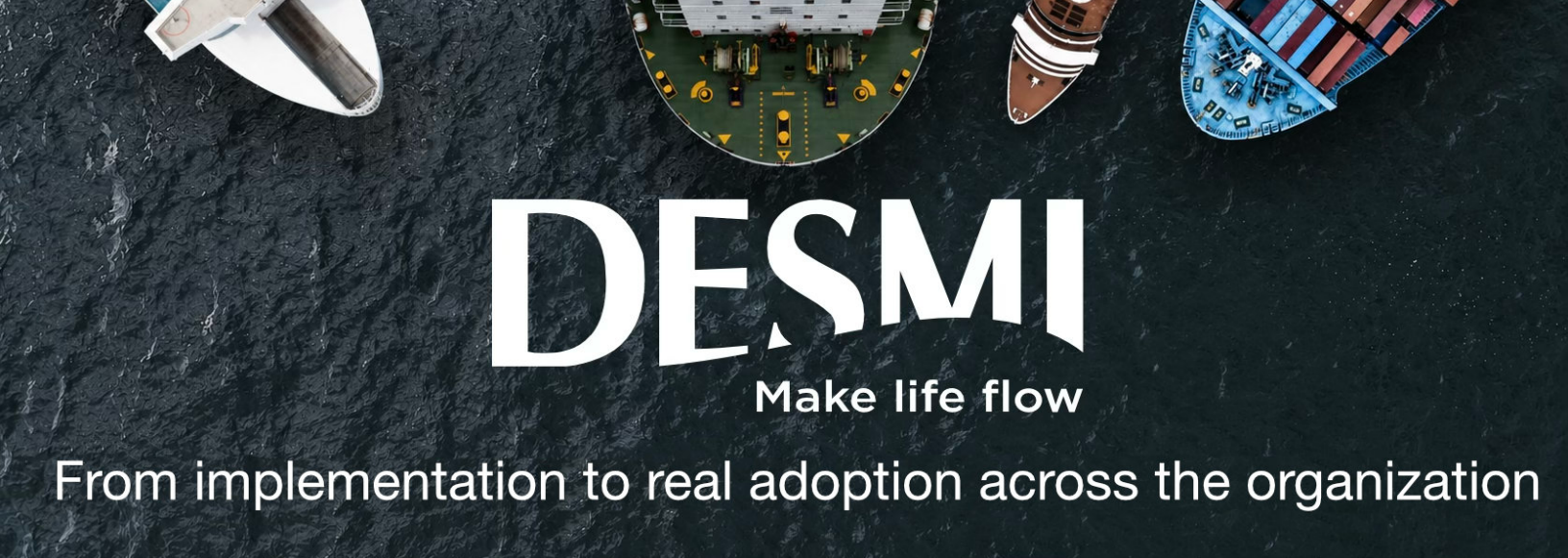




DESMI

Make life flow

From implementation to real adoption across the organization

DESMI conducted a CRM Adoption GAP Assessment across the organization to gain real insight into their Salesforce adoption. The objective was to establish a clear baseline, identify resistance, and understand what was working—and what was not—based on actual user experiences. The result was a sharper foundation for decision-making and a far more targeted focus.

The Challenge

DESMI had implemented Salesforce across **4** regions and **18** countries.

However, it was unclear which countries were fully on track, which were lagging behind, and which were in the red zone.

The only available insight was login data. DESMI wanted a deeper understanding from users: where the pain points were—and where not.

The Solution

Involvement of **4** regions, **18** countries, and **220** employees.

In total, DESMI gathered **1,120** inputs, reflections, and ideas.

This shifted the perspective from gut feelings and uncertainty to a fact-based view across all affected departments. The data provided a clear picture of challenges, opportunities, and

The Outcome

Countries are actively engaged. In country meetings, DESMI presents individual country results, creating ownership, constructive dialogue, and stronger adoption. At the same time, new initiatives are developed based on the users' reality.

This leads to increased use of Salesforce, continuous improvements—and higher ROI for DESMI.



Thomas Dorby, Commercial Excellence Director at DESMI, highlights that the value does not lie in the system itself—but in how the organization uses it.

He emphasizes that broad involvement has made it possible to gain insights from across the organization, creating a much stronger foundation for decisions and progress.

Adoption cannot be driven centrally alone. It requires that the organization is heard—and involved.

Learn more at involv3.com

