



Wedgewood Weddings :: Case Study

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Wedgewood Weddings

Wedgewood Weddings is the largest independent chain of special-event facilities in the US. They operate over 45 venues from coast-to-coast and continue to grow. Each event location can be personalized to create the perfect wedding and event experience — and they make sure each couple gets the wedding they want by giving them a dedicated wedding planning team to support all their needs. As things progress from initial planning to final details to the big day, they get to know each couple so they can precisely tailor each element to their needs. They dedicate their time and experience to making their clients' entire wedding experience equal to the joy they feel as they say, 'I do.'

Challenge

- Wedgewood Weddings was already engaged in a long-term Salesforce implementation with another partner when they unexpectedly folded their Salesforce practice and stopped development.
- SM Innovations continued the Salesforce development with Wedgewood Weddings to continue driving value for the organization.

Solution

- SM Innovations conducted a thorough knowledge transfer with the primary stakeholder at Wedgewood Weddings and successfully completed all Salesforce optimization initiatives that were in flight within a month.
- With a leaner team, including one Project Manager, Delivery Services Manager, and Lead Solution Architect, SM Innovations was able to work at a much more efficient pace than the former partner, saving the company on both time and cost, while simultaneously alleviating many of the outstanding issues left behind, including missing test coverage and excessive code that led to convoluted processes.

Outcome

With all the in-flight initiatives completed, SM Innovations now serves as a trusted advisor to Wedgewood Weddings. Together they strategize on future plans involving Salesforce CPQ, Communities, and various third-party application integrations.

"Working with SM has been really easy. They make sure that they are communicating constantly so that I never feel out of the loop. In instances where I wanted them to simply implement the solution the way that I wanted, they did so. In other instances, where I was at a loss on how to solve a problem, they asked pointed questions to recommend a solution based on their expertise. We plan to continue working with SM for future system improvements!"

- Brea Gardner, Director of Sales Technology at Wedgewood Weddings

About SM Innovations

SM Innovations is a Salesforce consulting partner company based in Los Angeles. We are a tenacious group of ex-IBM digital strategy consultants, world class engineers, and highly talented designers, who set out to do what we love most — build premier quality, robust Salesforce applications. We pride ourselves on providing enterprise-level professionalism and delivery for every client and strive to build long-lasting relationships driving continuous success and innovation.