

Case Study

U.S. Cellular achieves Salesforce integration with expert Atos partnership

U.S. Cellular appoints Atos for a Salesforce
integration to drive revenue growth

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Atos

At a glance

U.S. Cellular turned to Atos for guidance on their first Salesforce implementation, where Atos optimized processes, integrated systems, and delivered a tailored solution specifically for their B&G Group.

Overview

U.S. Cellular, the fourth-largest full-service wireless carrier in the U.S., offers voice, data, and messaging across 21 states. Their focus is on customer satisfaction through a strong network and personalized service.

Why Atos

Atos' unique Salesforce expertise includes a global team of 1,200 members, who are balancing industry-leading innovation, AI, and technical excellence to deliver smart and sustainable solutions for a future-fit world.

Find out how Atos is leveraging Salesforce for faster results and a transformative experience for your end-users:

[Atos and Salesforce - Atos.](#)



Challenge

U.S. Cellular (USCC) sought a trusted partner to guide its B&G Group (B2B) through its first Salesforce implementation. With the opportunity to establish well-defined business processes and a dynamic new leadership team, the Atos partnership brought valuable expertise and support, laying the groundwork for long-term success.

Solution

Atos collaborated with business stakeholders to define clear objectives and key performance indicators, ensuring goal alignment. The team then effectively managed project outcomes, tracked milestones, and provided regular updates to key executives. Atos integrated Salesforce with the company's OSS/BSS systems, phone and dialer systems, and Outlook. This would streamline sales processes for over 200 representatives.

Results

Atos delivered outstanding results for USCC, completing this project within four months – on time and on budget with zero defects. It successfully positioned USCC to leverage Salesforce, driving revenue growth and enhancing operational efficiency.



Find out more about us

atos.net

atos.net/career

Let's start discussion together



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