

## “SkyVisualEditor helps me to create a rich UX/UI that in turn helps my users”

“Before using SkyVisualEditor it was difficult to meet specific requirements to display the right data in Salesforce at the right time, and some approval process screens we had built were just not intuitive and rather time consuming. I was able get up and running very quickly with the SkyVisualEditor design studio and then easily drag and drop new layouts without having to know Visualforce code.”

**-Alex Wallwork, Manager Salesforce.com EU, Western Union**

## The right data in Salesforce at the right time.

Western Union had been using the standard out-of-the-box Salesforce user interface for years prior to learning about SkyVisualEditor. They used the WYSIWYG Design tool to make drastic improvements to a complex and time consuming approval process and quickly realized just how valuable UX/UI customization can be. Western Union has since identified other areas for improvement in their Salesforce instance where SkyVisualEditor’s drag and drop capabilities are helping them to further customize the platform to match their business and promote efficiency. The ability to create 100% Native Visualforce pages without writing code has helped Western Union re-imagine what they can do to really make Salesforce their own. Their administrator Alex Wallwork credits the ease of use of SkyVisualEditor with helping him to quickly adopt the tool, and significantly expand his role in terms of helping Western Union realize even more success with Salesforce.

### About Western Union:

Western Union connects people and businesses around the globe by providing fast, reliable and convenient ways to move money. Online, by phone, from more than 100,000 ATMs and through more than 500,000 Agent locations worldwide, Western Union aims to move money anytime, anywhere and any way customers choose, helping consumers and businesses grow. Their 160-year history and more than 200 countries and territories strengthen their commitment to offering services in every corner of the globe. Western Union does so much more than simply send money. Every day they help connect family, friends and businesses in every part of the globe. At Western Union, their goal is to make their customers' lives a little better and meet their needs with a variety of products and services. It's just one thing that has made them an **industry leader in global money transfer.**



*moving money for better*

**Customer:**  
Western Union

**Location:**  
United Kingdom

**Website:**  
[www.westernunion.com](http://www.westernunion.com)

**Services:**  
Send and Receive Money,  
Bill Payments,  
Business Solutions:  
International Payment,  
Foreign Exchange, Risk  
Management Consulting,  
Online FX Payment  
Platforms, Corporate  
Account Management  
Prepaid Phone and Gift  
Cards, Money Orders

click more. code less.



## Challenge:

Western Union provides market-leading services through a network of Agents which are carefully reviewed before being approved to represent the brand. The approval process could be very time consuming, involving large complex spreadsheets passed via email to various users without tracking, was not repeatable, and lacked transparency. They tried to replace the excel sheet with a custom page in Salesforce, but users found the restrictive 2 column user interface even worse for reviewing this data. Without Visualforce developers on staff, or budget for outsourcing to customize the user experience, they felt very stuck with their out-of-the-box standard Salesforce screens.

## Solution:

Salesforce Administrator, Alex Wallwork utilized SkyVisualEditor's drag and drop components to create a Visualforce page which organizes all the data his sales and finance users need for each approval request – without writing any Visualforce code. Using the PanelGrid component of the design studio, he created a color coded Excel-like grid that concisely displays exactly what users need to quickly make their approval decision. Inside the studio, Alex was able to easily place all the needed Salesforce fields into the grid format so they automatically populate the required data while keeping the review process uniform through every single approval request. Western Union also uses Conga Composer, which Alex was able to integrate by making a custom button inside SkyVisualEditor.

## Key Results:

- Enabled non-coding Admin to Create 100% Native Visualforce Pages on the platform
- Custom pages fully integrated with Salesforce Approvals & Conga Composer
- 50% Reduction in Time per Approval



Financial Performance (yearly ramp up)						
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Locations	50	50	50	50	50	50
Gross Txn ('000)	5	7	9	11	13	45
Net Txn ('000)	3	4	5	6	7	25
Gross Rev (\$'000)	\$15	\$30	\$45	\$60	\$75	\$225
Net Rev (\$'000)	\$8	\$15	\$23	\$30	\$38	\$114
Comm Fee (%)	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Comm FX (%)	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%

The above data is non-actual and for demonstration purposes only

## Results:

**Improved Process:** Western Union's Salesforce Administrator can quickly and easily customize their platform through SkyVisualEditor and break away from the 2 column layout and standard screens to achieve a truly unique user experience without hiring developers. Previously segmented data is now organized and presented in a uniform, grid-like format on one page with buttons to easily submit for approval and generate outputs through Conga Composer. Time per approval has been reduced by 50%, enabling more approvals to flow through Salesforce more quickly than they had ever before. Western Union is planning several other customization projects after achieving success with this initial test of SkyVisualEditor.

# TerraSky

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