



# Internship Reflection

At ILS by CAMP

During the fall semester, I continued my internship with Inventory Locator Service (ILS) in the sales department. I continued to learn about the business world under the guidance of the company's Worldwide Sales Director, Stephanie Drouillard. I also continued to learn about the various types of customers that ILS is in business with; including how their agreement with the company is unique with each customer. Moreover, I also learned from Matt Mansel, ILS's Customer Success Director, on how positive touchpoints with customers are valuable for the success of both the customer and the firm. My schedule continued to be hybrid, I worked on site (Cordova office) and from home.

This semester, I was presented with a new project, Retiring Marines. ILS owns two platforms in which businesses conduct their B2B transactions for aftermarket parts. The first is the Aviation Site, while the second is the Marines Site. Due to the fact that the Marines site is 'dying off' because of the low number of customers that use it—ILS is spending more to keep the platform running than the revenue the company receives from it. ILS decided to retire the Marines Site and try to convince its current users to migrate over to the Aviation site.

In order to incentivize the Marines customers to make the switch, ILS offers them major discounts to be on the Aviation site because it costs more to be on there compared to Marines. The company also offered to move all their inventory listings for them. Moreover, the Marines clients were also offered new IDs that will all be in the same search range so that they will be able to find the Marines products that they want without stress. This new platform will also introduce the Marine clients to a larger audience, with the Aviation site having over 28,00 active users in over 100 countries. Therefore, this is an opportunity which the Marine customers will benefit from. It is a win/win for both parties (customer & company).

My task was to draft emails to announce the retirement of the Marine site to its subscribers. The emails have to be tailored uniquely for each client because they have different subscriptions to the site. They are also currently receiving unique discounts and are offered unique discounts to make the switch. I communicated with the customers about the important details that they have to know about the switch. I was also tasked with cancelling the IDs (login credential) of the customers that initiated their interest in joining the Aviation site, in order for us to assign new IDs with them. I worked alongside ILS's Salesforce Admin, Lillian Fritz, to ensure the migrating customers have new and working IDs.

While all these developments happened, I was communicating with the customers about the changes in their account because I am the primary contact for this ILS project. It is still an ongoing project because we still have not heard back from some customers. If we do not hear back from them by the end of their current contract with ILS, their accounts will retire alongside the Marines site.

Furthermore, I continued to work with ILS's U.K based regional manager, Tony Davis, in order to help manage some clients' accounts. Some of my tasks involve changing the password of the users that are registered to an organization. I also terminated the access of certain users to our platform, as requested by their organization. I gave access to new users who just got employed by their respective employers. My tasks were not limited to that because sometimes, I changed some company's profile name, I deactivated/activated some IDs, and I sent welcome email to new customers. These tasks helped me to become more familiar with Salesforce. I have more

understanding and knowledge of this sales and marketing tool, which is good for my professional development in the sales/marketing world.

I am currently working on creating tasks for ILS Salesreps to review the billings of their clients that received multiyear deals or over 10% discount to be on ILS Aviation site. This task requires me to go through each new customer's account and view what they were quoted before they joined the platform. Their quotes often state the amount they are to pay for the first year and after. The quote also states if they received a discount or not and how much they would be paying compared to the list price of their subscription. After review, I identify which customers will be paying list price after the first year, then I create a task on salesforce for the salesperson who won them over to revisit the account two months before the new billing date. The purpose of the task I created is for the salesperson to notify the accounting department of the changes in billing at the appropriate time. This is important because the company will miss out on extra revenue if the customers keep receiving discounts beyond the agreed discount period.

This semester was very blissful for me as I became more knowledgeable about how the company operates. I also have a deeper understanding of the company's products--subscription, advertisement, market intelligence, and quantum bridge. I continued to learn more about the different customers, their respective industries, and the agreements they have with ILS. I will continue this task next semester because newer customers will join the company within the time frame (of me not working).

About three weeks ago, a new addition joined the team, Elias. He is a current student at CBU's MBA program and he is employed for the Salesforce Admin Intern position. I am excited

to work alongside someone from my school and together learn more about Salesforce. ILS is a beautiful company to work with and I will highly recommend their internship program to any of my peers. I feel like it is a reasonable internship for academic credit, especially because of the hands-on learning experience.