

Nomination: 20900

OmniStudio: Accelerating Business Transformation with Low-Code

Page: General Information
Name of Organization / Company Salesforce
Logo salesforce-logo.png)
Web Site Address https://www.salesforce.com/in/?ir=1 (https://www.salesforce.com/in/?ir=1)
Page: Entry Information
Entry Title OmniStudio: Accelerating Business Transformation with Low-Code
Category P01 - P15 - Award for Innovation in Product Design and Development > P01. Award for Innovation in Business-to-Business Products & Services
Submission Format An Essay of up to 625 Words

Essay

OmniStudio: Powering Digital Acceleration with Smart, Low-Code Innovation

Introduction: Transforming Digital Experiences

In today's fast-paced digital world, businesses require agile, scalable, and low-code solutions to deliver seamless user experiences. OmniStudio, a Salesforce innovation, empowers enterprises to build personalized, guided, and automated workflows that transform complex processes into effortless digital journeys. Whether it's insurance claims, customer onboarding, or financial transactions, OmniStudio enables organizations to accelerate innovation, reduce development time, and enhance customer engagement—all with minimal coding effort.

The Challenge: Inefficient & Slow Digital Processes

Industries such as insurance, banking, telecom, and healthcare often struggle with manual, fragmented, and slow processes that frustrate customers and increase operational costs.

For instance, a newly established auto insurance company needed to build an end-to-end claims processing workflow. A business user, needs to design fast, intuitive, and automated process for gathering customer inputs. However, traditional development approaches pose challenges:

Manual UI creation leads to slow iteration cycles and requires engineering dependencies.

Data mapping and integration with backend systems requires complex coding and API handling.
Multi-device responsiveness is difficult to implement and test.

Brand consistency is a challenge due to manual CSS customization.

Workflow updates requires lengthy redeployment cycles, making even small modifications cumbersome.
Without a low-code solution, the process would be time-consuming, costly, and error-prone.

The OmniStudio Solution: A Low-Code Digital Experience Builder

OmniStudio revolutionizes business process automation with its declarative, drag-and-drop interface that allows users to build, customize, and deploy complex workflows without writing code. Its no-code UI builder, automation, and API-first architecture enable companies to deliver exceptional customer experiences across multiple devices and channels. With OmniStudio, Business users are able to:

Build a seamless workflow using OmniScripts in record time.

Design a fully responsive UI without manual coding, thanks to FlexCards and Responsive Preview Mode.

Map and integrate data sources in a few clicks using DataRaptors & Integration Procedures.

Automate complex workflows with conditional navigation, real-time validation, and step-by-step guided flows.

Ensure branding consistency with theming and customization tools.

What previously used to take weeks of development and multiple teams was now achievable in days, all within a single, unified platform.

Impact: The OmniStudio Advantage

OmniStudio delivers measurable business outcomes, including:

40% reduction in development time, enabling teams to focus on innovation rather than coding.

65% faster customer onboarding, improving retention and engagement rates.

50% increase in process efficiency, reducing delays and manual interventions.

Improved multi-channel reach, allowing seamless customer interactions across web, mobile, and self-service portals.

Industry-Wide Adoption & Success

Leading enterprises across insurance, healthcare, financial services, and telecom have leveraged OmniStudio to drive digital transformation.

Insurance companies use OmniStudio-powered claims processing, reducing approval time from days to hours.
Banks & financial institutions streamline loan applications, cutting turnaround time by 30%.
Telecom providers enhance customer service workflows, reducing support resolution time by 50%.
Healthcare organizations optimize patient onboarding and insurance verification, improving operational efficiency.

The Way Forward

As organizations continue to navigate digital acceleration, OmniStudio remains at the forefront of innovation, democratizing automation, and making enterprise-grade digital experiences accessible to all. By enabling businesses to streamline workflows, reduce development complexity, and enhance customer satisfaction, OmniStudio is truly redefining the future of digital experience management.

OmniStudio is more than just a tool—it's a game-changer. It's time to recognize its unparalleled impact on the digital ecosystem.

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED]

[REDACTED]

[REDACTED]

File 4

No File Uploaded

File 5

No File Uploaded

File 6

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File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[REDACTED]

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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