

INDUSTRY | MANUFACTURING

Manufacturer



A manufacturing company specializing in large fans. With a customer base ranging from homeowners to corporations, they have varied methods of selling. They take pride in providing efficient, industry-leading airflow and energy savings to customers worldwide

Challenge

Our client fielded orders from multiple channels (e.g., 3rd parties ecommerce, direct selling, distribution partners, online) but lacked a unified view of order status across all their systems. Service reps had to swivel between systems to find various status details to get a full picture, and internal sales reps often struggled to keep customers updated on orders-in-progress.

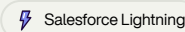
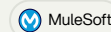
- Without a unified view, personnel were unable to efficiently or confidently field customer inquiries on order statuses and wasted valuable time piecing together the situation manually.
- There was no automated communication channel between production facilities, internal sales reps, and customer service reps.
- The customers had to manually research out for order status and required internal human intervention to obtain. It was reactive communication.

Solution

We implemented Lightning Web Components and MuleSoft to enhance internal visibility and customer communication.

- Utilized MuleSoft to collate and display order status in a single source of truth within Service Cloud
- Added UI functionality for multiple personas (customer, sales rep, service reps, etc.)
- Designed a custom notification framework for various personas throughout the order process
- Created an email notification component to keep customers informed

PRODUCTS USED



Outcome

Post-project, our client is able to:

- Capture all necessary data points during the order process to create smoother transactions
- Address customer concerns efficiently with increased visibility into order status for service reps and sales reps
- Proactively notify customers of changes in order status

