

INDUSTRY | MANUFACTURING

Manufacturer



The client is a manufacturing company which specializes in agricultural products and serves as a major provider of edible coating for fresh food products.

Challenge

The manufacturer needed a CRM that could keep pace with its operational needs as it scaled. It sought to increase operational efficiency, improve forecasting, and standardize data management.

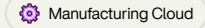
- Prior to implementation, operational silos made it difficult for the company to efficiently manage its supply chain management and produce accurate forecasts.
- As demand for its products increased, the strain on the company's existing CRM skyrocketed.
- Sales reps struggled to accurately log projected and actual sales due to lack of a centralized location for tracking.

Solution

We implemented Manufacturing Cloud and Tableau, then added productivity enhancements to help the client succeed as it scaled. Our team:

- Consolidated the company's product, sales, and customer data into a central data hub
- Created a robust set of analytical tools for the sales team to generate predictive insights
- Established a single source of truth so sales reps could collaborate on agreement updates in real-time without about duplicative or outdated information

PRODUCTS USED



Outcome

Post-project, our client is able to:

- Deliver advanced forecasting reports at the product and account levels
- Equip sales reps with analytic tools to enhance selling capabilities without risk of data loss
- Leverage Manufacturing Cloud to log initial customer agreements and conduct monthly updates to account for the produce industry's seasonal flexibility

