

Manufacturer

Industry - Manufacturing (Specialty Chemicals)

Products Used - Sales Cloud




Industry

Manufacturing (Specialty Chemicals)

The client is a chemical manufacturer that creates nutrition, health, and food products. It offers diverse nutrition and food options for its customer base.

Products Used

 Sales Cloud

Challenge



A long-time SF customer needed to reconfigure Sales Cloud to suit its current operations. After years of growth and several acquisitions, the manufacturer's existing org no longer aligned with its processes and needs.

- Employees were often confused and frustrated by irrelevant fields and outdated automation.
- The ill-fitting iteration of Sales Cloud caused technical debt as workers struggled to use a solution that no longer fit their needs.

The company also needed to update its sample management process.

- R&D and Sales teams struggled to communicate & gain visibility into each other's operations.
- Outdated sample management infrastructure led to decreased visibility into samples and sales conversions.

Value Delivered



Gerent updated the manufacturer's Salesforce system to create a standardized process which aligned with its needs. Our team:

- Held discovery sessions to understand how the company was currently using SF, what its current-state processes were, and how those processes might be improved
- Designed, proposed, and tested new automated processes
- Created and stood up a standard sample management process within Sales Cloud, which streamlined ops + closed the communication gap between Sales/R&D

Results



Post-project, Gerent has empowered the manufacturer to:

- Accurately assess and report on sample success rates for customers
- Streamline communication channels between R&D, sales teams, and clients
- Achieve visibility into samples and conversion rates