



Distributor

Industry - Distribution

Products Used - Sales Cloud
Service Cloud




Industry

Distribution

An international producer of polymer-based material handling products and a distributor of tire repair and retread products. The company distributes a complete line of tire valve hardware, tire patches, tire changing tools, equipment, and back shop supplies.

Products Used

 Sales Cloud

 Service Cloud

Challenge



Our client needed to build out an enterprise CRM that would drive sales growth, ensure commercial excellence, and deliver a customer-centric experience.

- The business had no consolidated view of activities across its sales, service, and operations teams
- The company stored (sometimes out-of-date or redundant/duplicative) data in multiple systems
- The company could not achieve visibility into customer buying behaviors
- The organization's reliance on manual processes created inefficiencies at every level

Value Delivered



Gerent implemented Sales Cloud and Service Cloud to address the client's pain points. Our team:

- Conducted data and InContact CTI integrations
- Empowered sales teams to manage and track the sales pipeline
- Created an integrated support process spanning across business units to support internal and external customers
- Introduced knowledge base to support case and customer relationship management
- Implemented Salesforce Mobile to support remote sales teams

Results



Post-project, Gerent has empowered the distributor to:

- Obtain a 360-degree view of customers for sales and service representatives
- Perform roles with less clerical error as the business scales