

# Manufacturer

**Industry** - Manufacturing (Specialty Chemicals)

**Products Used** - Sales Cloud  
Service Cloud  
Manufacturing Cloud








## Industry

The NSAM branch of a globally-renowned specialty chemicals and high-performance polymer producer.

The manufacturer offers a broad range of performance compounds, elastomers, engineering plastics, and more.

## Products Used

-  Sales Cloud
-  Service Cloud
-  Manufacturing Cloud

## Challenge



A specialty chemicals producer needed to make better use of its Salesforce investment. Disorganized tracking of accounts and opportunities led to account and contact duplication; these redundancies, in turn, made it impossible for the manufacturer to determine customers' overall worth, visualize opportunities' conversion journey, or standardize data.

- Because the company's sales team recorded its samples in Sharepoint Microsoft, representatives were unable to leverage Salesforce's reporting capabilities to track opportunities and "grades" (e.g., products) that were sampled or sold
- The company needed to eliminate these data redundancies by creating "master" accounts for every customer
- The company also planned to migrate its sample request process into Salesforce and leverage the CRM to facilitate accurate, automated reporting for Accounts, Leads, Opportunities, Samples, and Activities

## Value Delivered



Gerent implemented Sales Cloud and Service Cloud, then set up Lead, Account, and Opportunity management features. Our consultants further designed a master account model that allowed the manufacturer to achieve visibility into the value of individual customer locations (e.g., divisions of a company that may operate independently of one another) without inadvertently duplicating accounts or creating confusing redundancies. Our team also:

- Designed and established a single "master" account model within the manufacturer's new Salesforce org
- Migrated data from the manufacturer's old Salesforce org to its new one
- Integrated the company's Outlook and Salesforce systems

## Results



Post-project, Gerent has empowered the manufacturer to:

- Consolidate nearly 2,000 (duplicate-rich) accounts into ~700 single accounts
- Achieve visibility into its customer base, drive sales efficiency, facilitate sample management, and drastically improve reporting accuracy