



Manufacturer

Industry - Manufacturing (Consumer Goods)

Products Used - Marketing Cloud Account Engagement
Sales Cloud





Industry

Manufacturing (Consumer Goods)

A multinational manufacturer of electronic equipment (i.e., printers, sewing machines, fax machines, etc.). We worked with sales and marketing teams from the company's BMG, BMS, and CXC divisions. BMG sells consumer electronics through channel partners; BMS sells thermal and mobile printing solutions to corporate end-users; CXC supports SME-led marketing efforts.

Products Used

-  Marketing Cloud Account Engagement
-  Sales Cloud

Phase 0

Challenge



A longtime Salesforce customer, wanted guidance on how best to leverage its existing Salesforce solutions (Sales Cloud and Marketing Cloud Account Engagement/Pardot) to centralize its sales and marketing data and make more informed business decisions. Pre-engagement:

- Sales and marketing processes were not always clearly defined or adhered to, which made it difficult to view marketing prospects and opportunities at a high level
- The company's typical 5-7 year product lifespan made tracking upgrade and replacement opportunities challenging
- A lack of system integration made it impossible to achieve a complete customer view, delayed sales data visibility, and resulted in manual ETL processes
- Because marketing campaign attribution data often had gaps, Marketing struggled to gauge campaign impact and determine customer value

Value Delivered



Gerent delivered an Innovation Blueprint (Phase 0) engagement detailing immediate improvements the company could complete independently and refinements that Gerent could make on the manufacturer's behalf in a future phase. Our list of "quick win" suggestions included:

- Applying Gerent's actionable suggestions to improve data quality
- Developing tailored dashboards and reports for the sales team
- Establishing target-setting functionalities within Sales Cloud to allow Sales to track performance against plan

Results



By the end of Phase 0, the manufacturer could:

- Identify current and future pain points
- Blueprint its future Salesforce architecture
- Deploy a prioritized list of value-add recommendations

The team looks forward to refining and executing its transformation plans in Phase 1.