

Industry - Manufacturing (Specialty Chemicals)

Products Used - Experience Cloud CRMA







Industry

Manufacturing (Specialty Chemicals)

The client is a global specialty chemicals and materials company. With a primary focus on providing products and services in various industries, including refining, petrochemicals, plastics, automotive, packaging, pharmaceuticals, and more, the company stands as a leader innovative product solutioning.

Products Used

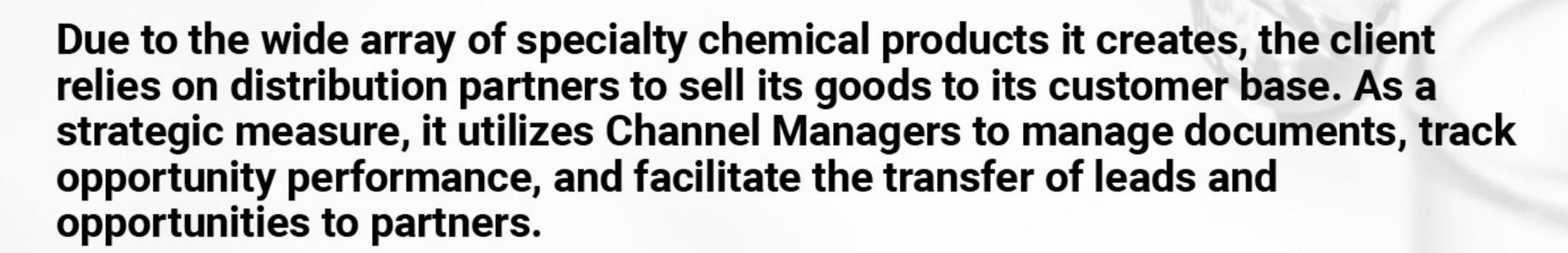


Experience Cloud



CRMA

Challenge



The company needed comprehensive and timely visibility into partner leads and opportunities once handed off to partners. However:

- Channel Managers struggled with bulky manual work loads and had to check in with partners over phone and email channels
- Due to the scale of the company, the volume of document requests was heftier than their system could handle
- Document fulfillment primarily relied on email correspondence, making it inefficient and easy to lose critical information

Value Delivered



Gerent implemented Experience Cloud to provide the client with a centralized platform for requesting and downloading all relevant documentation, along with a unified system for receiving and tracking leads. Our consultants:

- Leveraged SharePoint integration to establish a central document repository
- Designed a user-friendly interface that allowed partners to easily submit requests, manage user profiles, and make general inquiries
- Set up a request intake triage to automatically organize new requests into queues (based on document type/inquiry subject), allowing Channel Managers to efficiently prioritize and address the transfer of leads and opportunities to partners
- Created insight-generating dashboards for visibility into partner engagement and lead opportunities



Gerent empowered the client to:

- Provide Channel Managers with more regular access to partner deals and sales information
- Achieve insight into partner requests and document downloads Improve strategic decision-making with granular partner performance insights
- Deliver more targeted support to channel partners
- Improve response time and reduce reliance on repetitive email correspondence