



# Manufacturer

**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



Due to the wide array of specialty chemical products it creates, the client relies on distribution partners to sell its goods to its customer base. As a strategic measure, it utilizes Channel Managers to manage documents, track opportunity performance, and facilitate the transfer of leads and opportunities to partners.

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

## Results



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