



# Manufacturer/Retailer

**Industry** - Retail Consumer Goods

**Products Used** - Experience Cloud





## Industry

An internationally- recognized manufacturer of high-performance alkaline batteries, specialty cells, and rechargeables.

## Products Used

 Experience Cloud

Phase  
1

## Challenge



Pre-project, our client struggled to access real-time information about work done on its behalf by a 50-person external sales team. The company needed to improve visibility into sales ops + facilitate collaboration between internal leadership and external sales reps.

- The company relied on weekly briefing calls & PDF reports to stay current on external sales efforts
- The organization had no means of seeing or tracking external sales activities in real-time
- This siloization restricted the company's ability to make timely decisions, prepare for upcoming contract expirations, and deliver tailored marketing materials to customers

## Value Delivered



Gerent performed a four-week Quick Start implementation to stand up Experience Cloud. Our team:

- Leveraged Experience Cloud to give the retailer full visibility into sales operations and progress
- Created objects (accounts, contracts, leads, reports, and dashboards) within SF
- Implemented Chatter and Salesforce Inbox
- Created training materials for the team's ongoing education

## Results



Post-project, Gerent has empowered the retailer to:

- Efficiently collaborate with its external sales teams
- Leverage Salesforce to facilitate real-time data reporting
- Queue automated notifications & actions ahead of contract expirations/renewals