



Testimonial  
Available

# Manufacturer

**Industry** - Manufacturing

**Products Used** - Service Cloud  
Experience Cloud  
Salesforce Knowledge






## Industry

Manufacturing

Aa global leader in the design and manufacture of precision automation solutions for the semiconductor and electronics manufacturing industry.

## Products Used

-  Service Cloud
-  Experience Cloud
-  Salesforce Knowledge

## Challenge



Our customer, a manufacturer, used a homegrown CRM system for customer situation management, which was archaic and did not fit the scope of their evolving needs as a global service organization. The company sought a tool that was available, scalable, and would provide visibility and access from any device, any where. Before implementing Salesforce:

- Employees had limited flexibility when accessing their legacy CRM system; they were unable to view or act on information unless they were at their desk.
- Due to lack of connectivity, external service providers, including reps and channel partners, did not have access to important and relevant information, nor could they input valuable customer situation data.
- Customers lacked a way to interact with customer support and had no way to self-serve by using the company's knowledge base. They were not able to log a case and get effective communication and updates for their unresolved issues.



**Ameet Ravetkar**

Global Services Executive  
Corporate Change Leader  
Advisory Board Member

"As I led this multi-year transformation tailored to our business and customers' needs, Gerent played a critical role. They took time to sit down with us to understand our requirements and modified the Salesforce Service Cloud, Experience Cloud, and Knowledge Base tools accordingly.

**It's important to have a partner like Gerent.**

## Value Delivered



Gerent implemented Salesforce's Service Cloud, Experience Cloud, and Knowledge to uncover a solution with ease-of-use and enhanced visibility for the manufacturer, its external partners, and its customers. Our consultants:

- Designed workflow and service management capabilities per our customer's requirements to improve case management and issue resolution
- Stood up a customer portal for customers to self-serve and utilize smart search capabilities using the manufacturer's robust knowledge base, which had been built up over several years
- Developed custom case record pages with the ability to access and share important information such as case history, customer reports, and technical back reports, including quality failures

## Results



**Gerent enabled the manufacturer to:**

- Manage its sales pipeline with a customer 360° view
- Capture all of the field issues and communicate them internally and externally
- Enhance escalation management to meet the customers' needs