

INDUSTRY | MANUFACTURING

Manufacturing company



This company streamlines supplier transitions with fast onboarding, simplified ordering, and a large local consulting team.

Challenge

The client faced the challenge of not having a clear way to communicate promotions, offers, and detailed product information to their customers. Without an effective system in place, customers were left unaware of current deals, which led to missed sales opportunities and frustration. They needed a solution that would streamline the delivery of this information and ensure customers had easy access to the details they needed to make purchasing decisions.

- Customers had no centralized way to access information about current promotions and offers.
- Lack of visibility around product offerings made it difficult for customers to make informed decisions.
- Missed sales opportunities due to insufficient communication of promotions.
- Need for a user-friendly solution that delivers relevant, timely information to customers.

Solution

To address the client's challenges in providing promotion and offer information, we implemented the following solutions:

- **Service Agent** – Developed a service agent that leverages their Knowledge Articles.
- **Promotion and Offer Information** – The agent provides real-time details about current promotions, offers, and product information to customers visiting the website.
- **Instant Access** – Customers can easily access the information they need without having to navigate multiple pages or wait for assistance.
- **Improved User Experience** – Streamlined communication of offers, improving customer satisfaction and increasing sales potential.

PRODUCTS USED



Agentforce



Service Cloud

Outcome

By the end of the project, our client could:

- **Provide Real-Time Information** – Customers can instantly access up-to-date information on promotions, offers, and product details directly from the website.
- **Enhance Customer Experience** – Improved accessibility to promotional and product information, allowing customers to make informed decisions more easily.
- **Boost Sales Opportunities** – Clear visibility of offers and promotions can lead to increased customer engagement and higher conversion rates.
- **Reduce Support Queries** – With self-service access to information, the volume of support inquiries related to promotions and products is reduced.
- **Streamline Communication** – Ensure consistent, up-to-date information is available to all customers without needing manual updates or interventions.

