INDUSTRY | AUTOMOTIVE

M.H. Eby is an automotive business that is known for its diverse line-up of both standard and engineered-to-order aluminum trailers and truck bodies for livestock, equipment, and bulk commodity transportation. It utilizes both retail locations and in-house sales reps that manage fleet and end-customer sales. It also partners with dealerships to sell to end customers.

Challenge

In this phase of the project, TELUS Digital and M. H. Eby implemented Automotive Cloud with the intention of enabling in-house sales reps to more efficiently manage their sales pipeline and improve tracking for leads passed to partner dealerships. Pre-project:

- Sales reps for M.H. Eby lacked a centralized CRM and were only able to enter sales after close, giving the company little to no insight into their sales pipeline.
- Sales reps had no standard sales process to follow.
- Without visibility into critical sales operations, sales leaders had no way to calculate expected revenue in a given month, quarter, or year.
- Sales leaders found it difficult to create tactics to drive successful customer relationships without having a holistic view of current and past customer interactions.
- Sales data was stored in siloed and often manual places such as sticky notes, reps' memory, and email, making it nearly impossible to facilitate accurate data reporting.
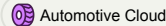
Solution

We implemented Automotive Cloud to unlock the scalable, efficiency-boosting CRM functionality that M.H. Eby needed to set itself up for success. In a hopeful future phase, the company can set up a Salesforce Partner Community to manage partner sales.

- Implemented Automotive Cloud features such as Fleet Management, Inventory Search, Lead Management.
- Stood up a Sales Management feature to include Trade-In process, quotes, and orders.
- Provided guidance to M.H. Eby as they set up an integration to Epicor using Workato.

EBY

PRODUCTS USED

Automotive Cloud

Outcome

M.H. Eby was empowered to:

- Productively track sales with a standardized sales process
- Provide executives with accurate, real-time reporting
- Analyze data when commercial targets are achieved or missed