

INDUSTRY | MANUFACTURING



For over 50 years, Dunmore has developed and manufactured coated, laminated, and metallized films. Its products are used in 25+ countries across the globe and serve as critical components in aircraft, automotive, packaging, solar and spacecraft applications.

Challenge

Dunmore lacked transparency into its customer data and product development journeys; the company struggled to bridge its disparate sales, service, and development request processes into a cohesive whole. The company wanted to:

- Replace the decentralized systems that kept track of dollars, volumes, speeds, etc. with a centralized hub.
- Create a 'single source of truth' for customer data, so the sales team could be more proactive, focus on key markets, know where business is coming from, and capture/manage 'tribal knowledge' from other sales reps + associates.
- Improve visibility and reporting capabilities so sales could track consumer journeys from lead intake to final product shipping.
- Align its 'Development Request Process' with its sales and customer service processes.

Empower Sales to collaborate with the R&D team to analyze emerging opportunities.


Solution

We executed a Sales Cloud Quick Start implementation to establish a centralized hub for Dunmore's client data, design a consolidated sales process, and institute automated approvals to support the client's unique development request process. Our team:

- Designed a consolidated sales process
- Instituted automated approvals to support Dunmore's Development Request Process
- Delivered foundational reports to illustrate crucial KPIs
- Integrated Outlook with Salesforce
- Established an automated web and email lead process

PRODUCTS USED

 Salesforce Inbox

 Sales Cloud

Outcome

Post-project, our client is able to:

- Improve sales team efficiency via automation
- Streamline its sales process
- Accelerate development requests
- Align sales & customer services operations

