

Case Study

Salesforce Sales Cloud: Transforms Customer Service and Streamlines Sales Operations



COMPANY

The client is one of the largest independent distributors of heavy-duty truck & trailer parts in the USA. With over 65 years of industry experience, they operate in approximately 145 locations across the U.S. and Canada. Partnering with 200 major OEMs of heavy-duty vehicles and an extensive inventory of 300,000 brand-new products, our client is recognized as a reliable full-service provider for heavy-duty truck overhaul and maintenance services nationwide.



CHALLENGES

Due to their existing conventional systems, the client was unable to achieve their goal of delivering optimal customer service. They faced several operational challenges, including lack of real-time data visibility, inefficient communication across departments, poor customer engagement, complexities in sales member portfolio management, data migration difficulty, and inadequate tracking of potential leads.





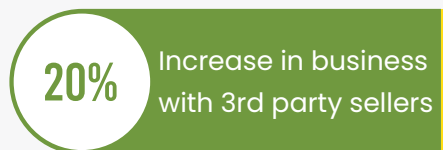
SOLUTION

Leveraging the best practices in Salesforce, V-Soft has delivered a tailored solution that ensures a unified view of customers' data. By integrating their source systems with Salesforce and AWS, our experts made seamless data synchronization possible. This accelerated automated data migration and helped the client successfully deliver prompt responses, improve customer engagement, strategically nurture new leads and sales opportunities, and make more informed decisions that will lead to business growth.

RESULTS

The Salesforce Sales Cloud automation solution helped the client better engage new customers and potential leads and drive incredible business growth. Centralized data accessibility and insights help the client identify potential customers, making it easy for them to better engage with the most promising leads.

Within each account record, the sales team can track year-over-year revenues, allowing them to visualize the historical financial performance of the customer and foster long-term relationships with them. With intelligent tracking of customers' unique needs, preferences, and purchase histories, the sales teams can provide personalized services and improve revenues. The solution offers insights into revenue generation, highlighting the overall contribution of individual customers to business.



Technologies Used

Salesforce Integration REST API with Azure Services and 2-way Integration.

Sales Cloud
Apex Development
Lightning Web Components

Visual Force UI
Visual Studio Code