



Case Study
TELECOMMUNICATIONS | SALESFORCE OPTIMIZATION
NC² Global, LLC



Organization

NC² Global, LLC

Solution delivered

Salesforce CRM optimization customization program for growing sales and promoting teamwork.

Customer Credentials:

- Established in 2009
- Based in Chicago, Illinois
- Manufactures heavy trucks and engines
- Utilizes International Trucks and Caterpillar brands

Benefits

- ✓ Increased Salesforce CRM user adoption
- ✓ Enhanced teamwork
- ✓ Increased sales team productivity
- ✓ Adoption of mobile sales applications

Chicago-based Transportation Manufacturer Enlists Doble Group to Increase Sales and Optimize Salesforce for its Sales Teams Across the World

Challenge

NC² Global is a unique enterprise that combines truck manufacturing and transportation expertise with worldwide distribution and stellar support. It is part of Navistar International Corporation, a holding company whose subsidiaries and affiliates produce International[®] brand commercial and military trucks, MaxxForce[®] brand diesel engines, IC Bus[™] brand school and commercial buses, Monaco[®] RV brands of recreational vehicles, and Workhorse[®] brand chassis for motor homes and step vans. The company also provides truck and diesel engine service parts.



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Although the company was utilizing a lot of manual systems, NC² Global wanted to use a system to organize its marketing, sales and delivery processes. However, after bringing in a company to implement Salesforce, each sales person was still using his or her own spreadsheets to track their own sales because the system hadn't been set up well.

“We wanted to make Salesforce work for us, but the initial implementation wasn’t nearly as successful as we wanted it to be,” explained Millie Mejia, Director of Sales Operations and Compliance for NC² Global. “We wanted a one-stop-shop to organize us as much as possible.”

Solution

Approximately one year after it had implemented Salesforce, NC² Global enlisted the services of Doble Group, a consulting firm that focuses on improving business results through the implementation of CRM and Performance Management solutions and the alignment of its teams and processes for success. Mariano Doble, CEO of Doble Group, has more than 24 years of practical sales and marketing experience across different industries in the international and U.S. marketplaces.

According to Mejia, ***“Mariano is a user of Salesforce, and his and his company’s expertise is the perfect fit for a company of our size. Doble Group provides a customized service, and they have supported us rather than treating us like a small group. Even though we’re now part of Navistar and have grown from around 30 Salesforce users to about 100, Doble Group is still with us.”***

Results

In addition to providing NC² Global with the ability to update and customize Salesforce to fit the needs of its salespeople, Doble Group recently added a quote order solution for the company within Salesforce, a solution that allows its sales team to create proposals and generate sales orders within the application.

“Mariano and his team took the time to understand the processes we were using and offered suggestions on what could be done better within our Salesforce environment,” remarked Mejia. “He represents his company extremely well and provides a personalized service. He’s very engaged in our company, knows exactly what’s going on and ensures that we get what we want. He goes above and beyond.”

Since bringing in Doble Group to optimize its use of Salesforce, NC² Global has noticed increased productivity from its salespeople, and information is flowing better throughout the sales team, resulting in better communication. The commercial directors of the company have access to what his or her team is doing, and the company is able to obtain a lot more data that it used to.



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“Now our Salesforce application paints a true picture of what our salespeople are doing, and our sales have grown,” commented Mejia. “Our salespeople can now follow the progress of their teammates and have become more involved with each other to feel more of a team. Some of our Salespeople have even implemented some of the mobile Salesforce features introduced by Doble Group, so they are able to add information about a client with whom they just met. This has resulted in them being more productive in the field and has provided a significant improvement.”

