Customer Success Story

Touring Glass is specialized in repairing and replacing car windows for every car brand and model. They focus on fast service in combination with extraordinary quality.

Challenge

Due to old CRM software, Touring Glass was considering a transition to a new platform on which they could run their entire business. Speed of delivery was key to this project. The given roll out time was rather short so the implementation had to be on point with a low margin for error.

The first phase was setting up an elaborate case management system as well as an invoicing platform. In a second phase, Salesforce was required to interface with supplier portals.

Goals

Touring Glass wanted a **fast** and **efficient end-to-end management system.** An incoming case (damaged window) needed to be automatically assigned to the right Touring Glass center (based on multiple criteria such as postal code, urgency, type of repair,...).

In the automotive glass market, known for its vastly increasing complexity in terms of product variations, being able to determine the right window for each and every car has become more difficult. A seamless connection, not only with glass manufacters portals but also with industry specific data systems, had to be set up.

Outcome

Since this project was time-sensitive, good communication between Touring Glass and Cloud Innovation was essential. Cloud Innovation managed to get the Touring Glass Salesforce environment up and running in 3 months.

By streamlining their end-to-end processes, Touring Glass customers are experiencing **faster response times.** Dealing with an expanding business and therefore changing requirements, the stability and flexibility of the platform is crucial in managing their business in an efficient way.

Touring Glass is rapidly expanding and thanks to the scalability of the Salesforce platform, they have the ability to have new centers up and running in no time.

Customer testimonial

Ernest Cauwenbergh, Project Manager

*Cloud Innovation was able to implement **a complete solution** which is perfectly aligned with our complex business needs. Not only are we experiencing the **benefits in productivity and reliability**, but also better insights into our business KPI's which guide us in operational management and strategic decision-making.*