

Customer Success Story

Success Summary

Sales Cloud - CRM
Visit Management
Salesforce I

Famous for its expertly crafted chocolate cups, **Noble Chocolates** has helped spread the reputation of Belgian chocolate around the globe. The company headquarters are located in Veurne, Belgium.

Challenge

Noble Chocolates already had a CRM system in place, however it became outdated. Being a sales-driven company, Noble Chocolates has a team of field sales which has to plan their visits weeks upfront.

Unfortunately, the CRM system they had in place was no longer suitable to perform this planning in a quick and effective way.

During visits, creating orders became a hassle as well which needed improvement.



Goals

The goal for Noble Chocolates was simple: they were looking for a new platform which could offer them an **easy-to-use visit management** system which included planning along with visit objectives as well as order creation.

During the visit, field sales should be able to create orders from their smartphone. Being able to choose different price books for discounts or promotions was a requirement as well.

Create a higher customer anticipation by following up closely on new opportunities.

Outcome

Thanks to the Salesforce implementation by Cloud Innovation, Noble Chocolates is now experiencing an **increase in visit efficiency**. Field sales is now using **Salesforce I**, Salesforce's mobile app, to create orders and check their upcoming visits on an interactive map. They have all the information they need right at the palm of their hand.

All the information gathered from the field is immediately available on the Salesforce platform which offered Noble Chocolates **better insights** in terms of visit reporting such as top selling products or top selling sales. Being active on international markets, Salesforce reporting and dashboards are telling them how markets abroad are performing.

Noble Chocolates is really seeing the benefits of using Salesforce as their business platform for day-to-day activities.

Customer testimonial

Joey Dierick, VP Sales



One of the key reasons why the Salesforce project was completed successfully is mostly due to the professionalism that Cloud Innovation showed during the process. They quickly gathered great insights in our business process management and into our sales processes which allowed us to progress efficiently. Thanks to their well-prepared guidance during the transition to the new Salesforce platform, we managed to be up and running in no time. It immediately started showing that replacing our old CRM system with Salesforce was the best decision for Noble Chocolates.

