

# Customer Success Story

## Success Summary

Sales Cloud - CRM  
Interface with ERP

*Ciacfleet, located in Ghent, Belgium, specialises in operational lease, car lease and fleet management.*

## Challenge

Ciacfleet was expanding rapidly when they were looking for CRM system. More requests, short term as well as long term came in and it was becoming more difficult to manage car availabilities as well as driver information and history tracking.

Salesforce was chosen to be the best match for their business needs and Cloud Innovation received the opportunity to perform the implementation.



## Goals

The project consisted of 2 parts: short-term (replacement -and runner up cars) and long-term (leasing).

For long-term contracts, Salesforce had to be able to perform automatic price calculations based on different criteria such as number of kilometers per year, car model, maintenance, accessories, hp and more. For short-term contracts, it was important to know the availability of their own cars to be able to quickly offer a car to a customer when needed.

Contract creation was required in Salesforce but had to be transferred to an external ERP system.

## Outcome

Ciacfleet has acquired **better efficiency** in their business. It is easier to manage short-term contracts and offer a solid service to new and existing customers.

The Salesforce platform offers Ciacfleet a **rich history overview** of who has driven which car and during which period they have driven it.

Ciacfleet is on top of their business by using the **powerful drag-and-drop report builder** which allows them to run reports such as number of cars per client, monthly deliveries and monthly orders.

## Customer testimonial

*Gudrun Ghijs, CEO*



*With Cloud Innovation, we found a Salesforce partner that thinks far beyond the initial challenges we were facing at Ciacfleet.*

*Cloud Innovation successfully analyzed our business and came with the best solution to ensure a positive evolution.*

