

# Parcelhome

## Connecting Salesforce with IOT

### COMPANY OVERVIEW

Parcelhome is a startup specialized in providing home delivery units. Consumers (B2C) can receive their package at home, send them back, and order additional services like croissant delivery at home. Consumers receive an SMS when the package is received and can open the box with their smartphone, or delegate this right to their neighbors, friends... Parcelhome boxes are enforcing very advanced security pattern to protect Consumer privacy.

### COMPANY PROFILE

LOCATION *Dublin, Ireland*

EMPLOYEES *5*

INDUSTRY *High Tech*

COMPETITOR

SOLUTION(S) *Sales Cloud, Service Cloud*

GO LIVE DATE: *01/09/2018*



### CHALLENGE

- 4 Countries
- Automatic Billing
- IOT integration to secure the boxes
- Optimize Box Installation on the field
- Parcelhome needed to be deployed in 4 Countries (France, UK, Norway, Belgium). Future rollouts must be quick and easy. Billing must be fully automatized with automatic emails, invoices and payments. Customers can delegate or revoke rights to open their box in real time.

### SOLUTION

- Leveraging multi-country best practices and standard
- Integration with Stripe
- Secure Web Services
- Custom development with Service Cloud
- Sales Cloud has been implemented using multi-language email templates to communicate with Customer through emails and SMS. Twilio was integrated using a managed Package. Service Cloud is used to log requests and cases inside the system. Technician journey is computed inside Salesforce and a Visualforce Page gives a list of appointments to the technician. IOT implementation is done through Salesforce REST Web Services.

### RESULTS

- Fast Rollout (only 10 Days)
- Automatic Billing and real-time view of the cash flow
- Real-time security
- Parcelhome is up and running. Partners all around the world are interested in using the solution. Since it is fully customizable, they can develop their own business very fast using the same solution. With Sales and Service Cloud, all IT operations are controlled directly within Salesforce.



# More Detailed Info and Quantitative Results

## NOTES

- Fully integrated with Twilio, Stripe and IOT servers
- Easy to roll-out for a new country/partner
- Easy and secure check-out for customers

## QUANTITATIVE RESULTS IF AVAILABLE

- 45% increase in Sales Productivity
- 50% time saved by technicians
- 360 view of customers and all operations within Salesforce
- 35% increase in productivity with automated billing

# Solution Detail

## MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	
Previous technology replaced by Salesforce:	<i>Excel files</i>
Salesforce products deployed:	<i>Sales Cloud, Service Cloud</i>
Customer Business Model (B2B, B2C, or Both)	<i>Both</i>
Salesforce Product features:	
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	<i>Call center, Field Service, etc.</i>
Integrations:	<i>SAP, etc.</i>
AppExchange Apps/Partners	<i>Twilio, Cirrus Insight, Stripe</i>
Solution 'Go Live' date:	<i>01/09/2018</i>

# Screenshots of app (if available)

The screenshot displays the Salesforce 'Cases' interface. At the top, there is a header bar with a 'Cases' icon, a dropdown menu set to 'All cases', and a 'New' button. Below the header, it indicates '200 items' and 'Updated a few seconds ago'. A search bar with the placeholder 'Search this list...' and several utility icons (settings, list view, refresh, print, filter) are also present.

The main content area is a Kanban board with five columns: 'On Hold (0)', 'Escalated (0)', 'Closed (0)', 'New (200)', and 'In Process (0)'. A tooltip labeled 'On Hold' is visible over the first column. The 'New' column contains three case items:

- Case ID: 00003072  
Owner: Natacha Baudaux  
Status: 15080 15080 : 15025  
Priority: New
- Case ID: 00003073  
Owner: Jeroen Rosseels  
Status: : 15096  
Priority: New
- Case ID: 00003074  
Owner: Daniella de weerd  
Status: 15118 : 15118  
Priority: New