Ecolab’s strengths is the personalized service its customers have come to depend on. In almost all cases, customers will have a named service technician who pays frequent visits to review product lines, monitor usage of the products, and evaluate the overall cleanliness of the environment. Their personnel set them apart from the competition and create a tremendous difference in the marketplace. Their people show up, provide personalized service, and add value for the manufacturer’s customers.

The most recent challenge we helped the manufacturer solve was one of scalability. Rapid growth makes it more difficult to continue to provide personalized service through the deployment of individual service technicians and members of the service team. On the other hand, scaling up the number of people on sales and services teams creates expenses and cuts into profits. The company needed a digital transformation to scale its sales and service forces to accommodate growth while continuing to deliver world class service to existing customers.

A prime candidate for digital enhancement was the Ecolab’s specialty services group. The group’s food retail division wanted to improve the mobility of their representatives in the field, and enable them to better facilitate account-based collaboration and knowledge-sharing between sales associates.

The food retail division helps its customers protect the safety of the food products they sell. The division’s value proposition is to deliver increased food safety protection at a proven lower total cost. To deliver on this proposition, it was essential that the company scale the reach of its sales and services without taking on considerable extra expenses in doing so. At the same time, it was imperative that they maintain the value created by the dedicated, personalized service it delivers to its customers.

The final digital solution required several very precise components to truly deliver on the expectations of both the food retail division and its customers. It needed to encompass retail-specific cleaning technology that allows for constant and consistent monitoring of critical behavior at each customer action, along with predictive use of food safety information. These behaviors needed to trigger actions on the part of both the customer and Ecolab.

To accomplish this, the food retail division would have to leverage multiple technologies that would create an enhanced digital ecosystem for its sales and service teams, as well as its customers.
A digitized clipboard with a custom mobile app would enable customers to log and validate the environmental health and conditions at their locations.

The data collected from across divisions and external sources could then be leveraged by the food retail team to proactively warn customers of any potential issues or concerns which allows for routine, and sometimes redundant, services to be scheduled less frequently. Ultimately, these findings could be put to use to develop best practices and conduct customer and company trainings.

And this would all have to be delivered with proof of hard ROI to the Ecolab.

“Since 2011, Magnet360 has partnered with Ecolab on 85+ projects. Over this time we helped the company grow, gain, and retain clients over multiple releases of Customer Portal, Service Cloud, and Sales Cloud projects across five business units.”

WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It’s time to Amplify Your Salesforce Possibilities.