

# Shenzhen YH Global Supply Chain Co., LTD

## COMPANY OVERVIEW

Shenzhen YH Global Supply Chain Co., Ltd. was registered and established in March 2012 in Qianhai. It has been a registered enterprise since the establishment of Qianhai Shenzhen-HongKong Modern Service Industry Cooperation Zone Management Bureau. YH is a collaborative enterprise of intelligent logistics supply chain. According to CB Insights, a world-renowned venture capital research institution, and the torch center of the ministry of science and technology, YH is a logistics supply chain enterprise that has reached the level of "unicorn" in a series of financing.

Adhering to the development concept of "integration, collaboration, sharing and innovation", YH innovates the mode of "integrated supply chain". In 2016, YH established the mode of "C2B+DIY circulation manufacturing", which drives the supply chain by demand and facilitates the transformation and upgrading of the industry to the industry 4.0 era through supply chain collaborative manufacturing.

Through innovative business model, intelligent warehouse network all over the world, advanced logistics technology, and strong comprehensive integration ability, YH has built a "Socially Shared Supply Chain" system, helping many well-known enterprises to cope with the constantly changing consumer market.

## COMPANY PROFILE

LOCATION	Shenzhen, China
EMPLOYEES	2000
INDUSTRY	Logistics/Supply Chain
COMPETITOR	Microsoft
SOLUTION(S)	Sales Cloud
GO LIVE DATE:	21/03/2019



## CHALLENGE

- **Lack of digital sales management**, still stuck in Excel and various sales conference.s
- **Lack of transparency in the sales process**, lack of effective sales forecasting mechanism.
- **Leads and opportunities are not recorded in the system** and there is insufficient support for tracking potential opportunities.
- **Lack of customer 360-degree panoramic view**, including relevant contacts, historical quotes, contracts, etc.
- Customer information is stored in the salesman's local computer, which is not easy to transfer between old and new employees.
- **The service types are diverse and highly customized, and there is no standardized language**, which increases the cost of later operation and financial management.
- **There is no unified master data management**, and operation links (offline management, online system) are easy to be misunderstood and confused.
- Customer, project, quotation and other basic informations are numerous and miscellaneous, **email, Excel and other follow-up communication brings a lot of internal friction of repetitive work, reducing efficiency.**
- Involving different departments and personnels, the information is scattered and cannot be synchronized.
- **No systematic sales reports and systematic sales performance appraisal support.**
- Decisions lack strong support information such as customer history, current progress, and risks/anomalies.

## SOLUTION

- Digital sales management, improve operation efficiency of business department
  - Sales task management
  - Sales plan management
  - Sales performance appraisal
  - Sales automation
- Unified platform to manage customer information
  - Unified management of customers and opportunities
  - Customer 360° panoramic view
  - Master data management: customers and projects
  - Provide real-time sales reports to assist decision analysis
  - Sales data statement
  - Opportunity transformation analysis report
  - Accounts receivable statement report
  - Self-service reports tool
- Provide tools for intra-team and inter-department collaboration to improve collaboration efficiency.
- Provide a collaborative platform to break down information barriers and realize transparent information sharing.
- Support mobile APP collaboration.

## RESULTS

- Improved leads conversion rate.
- Improve the comprehensiveness and accuracy of customer information inquiry.
- Improved sales efficiency.
- Smarter data analysis improves the accuracy of sales decisions.
- Improved team internal and cross-departmental collaboration efficiency.
- Optimized the overall business process and organization.

# Salesforce has brought a boost to YH business operations results

## NOTES

### YH Implementation Scope:

- Leads management
- Account & contacts management
- Opportunity management
- Quotation management
- Contract management
- Business type management
- Work log management
- Sales task management
- Reports & dashboard
- Chatter
- System integration: MDM,OA,EAS,SSO

## QUANTITATIVE RESULTS IF AVAILABLE

- Leads conversion rate increased by 30%
- Business decision accuracy improved by 30%

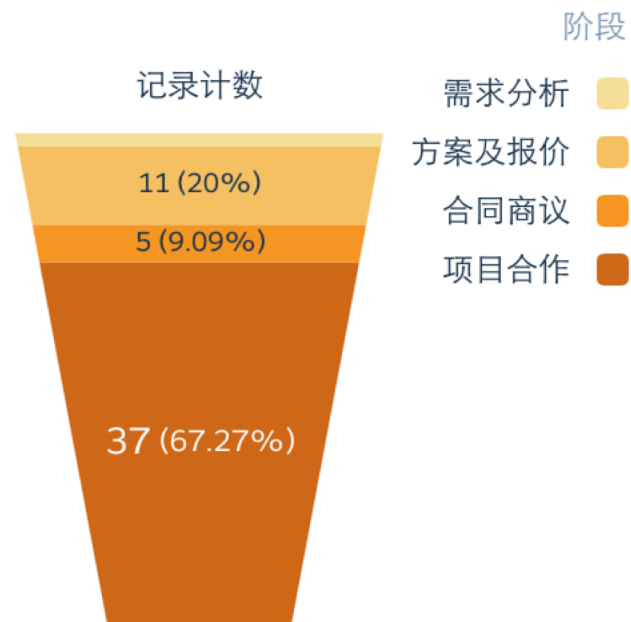
# Solution Detail

## MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	Microsoft
Previous technology replaced by Salesforce:	None
Salesforce products deployed:	Sales Cloud
Customer Business Model (B2B, B2C, or Both)	B2B
Salesforce Product features:	Mobile, Automate, Platform, Effective, etc.
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	
Integrations:	MDM , OA , EAS , SSO
AppExchange Apps/Partners	None
Solution 'Go Live' date:	21/03/2019

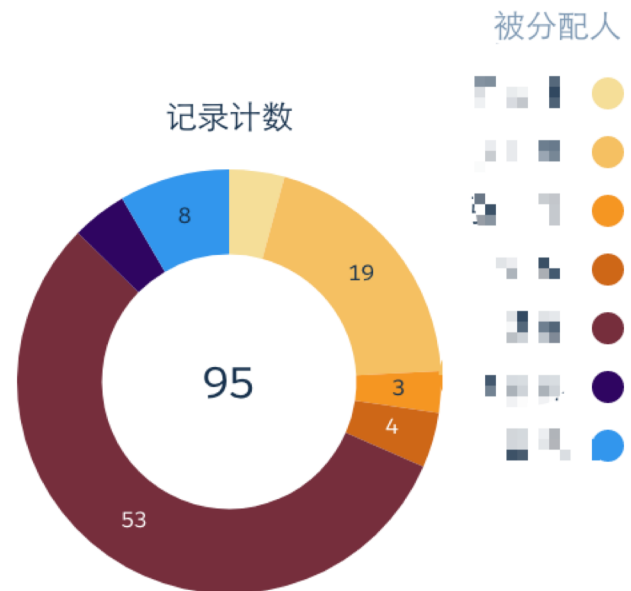
# APP Screenshot:Dashboard

## 30天销售漏斗图



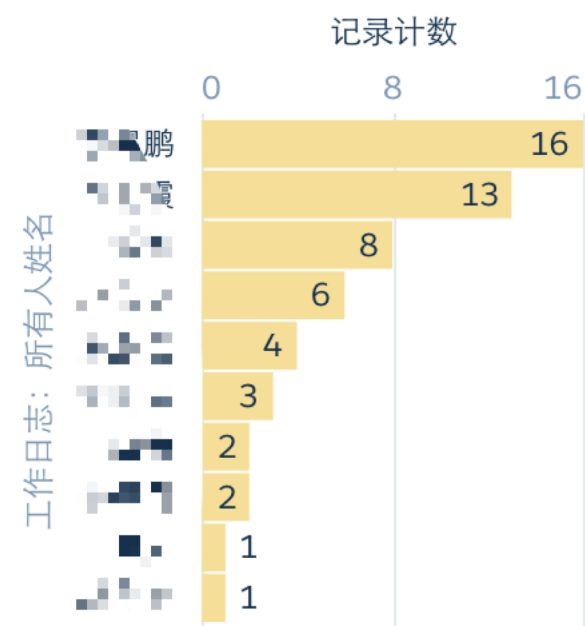
查看报表 (30天销售漏斗图)

## 累计活动完成情况



查看报表 (累计活动完成情况)

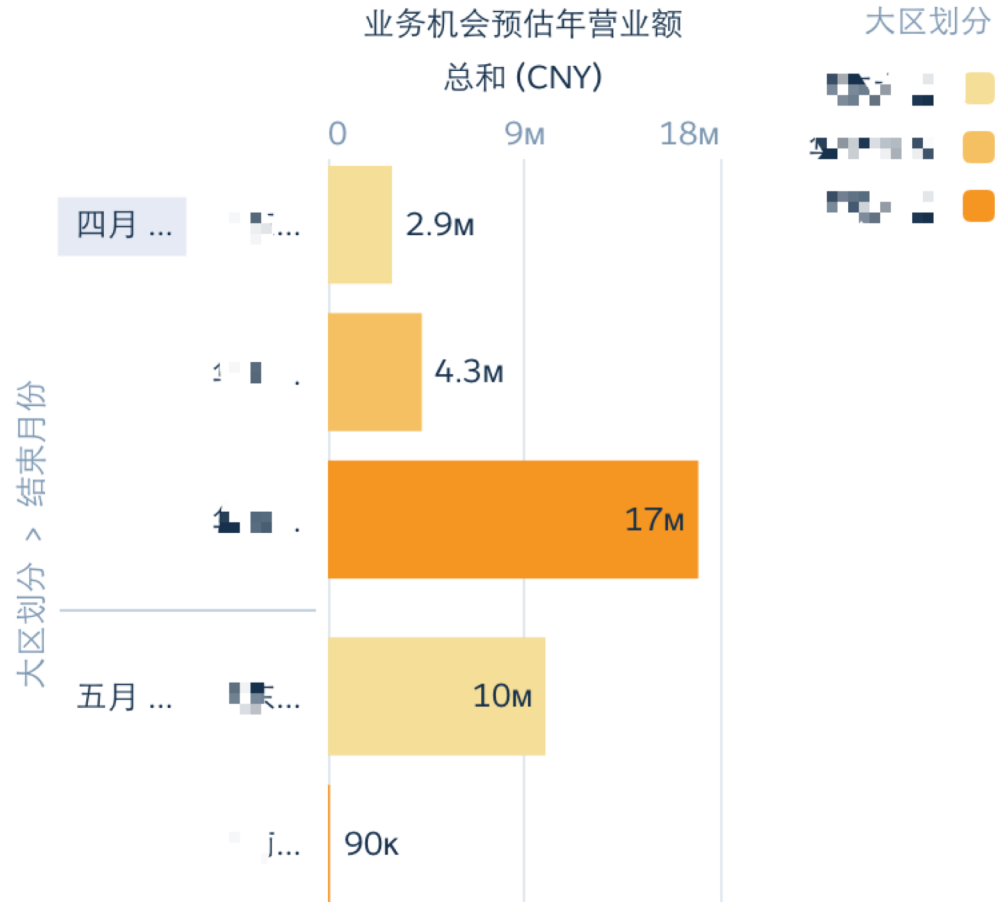
## 累计工作日志情况



查看报表 (累计工作日志情况)

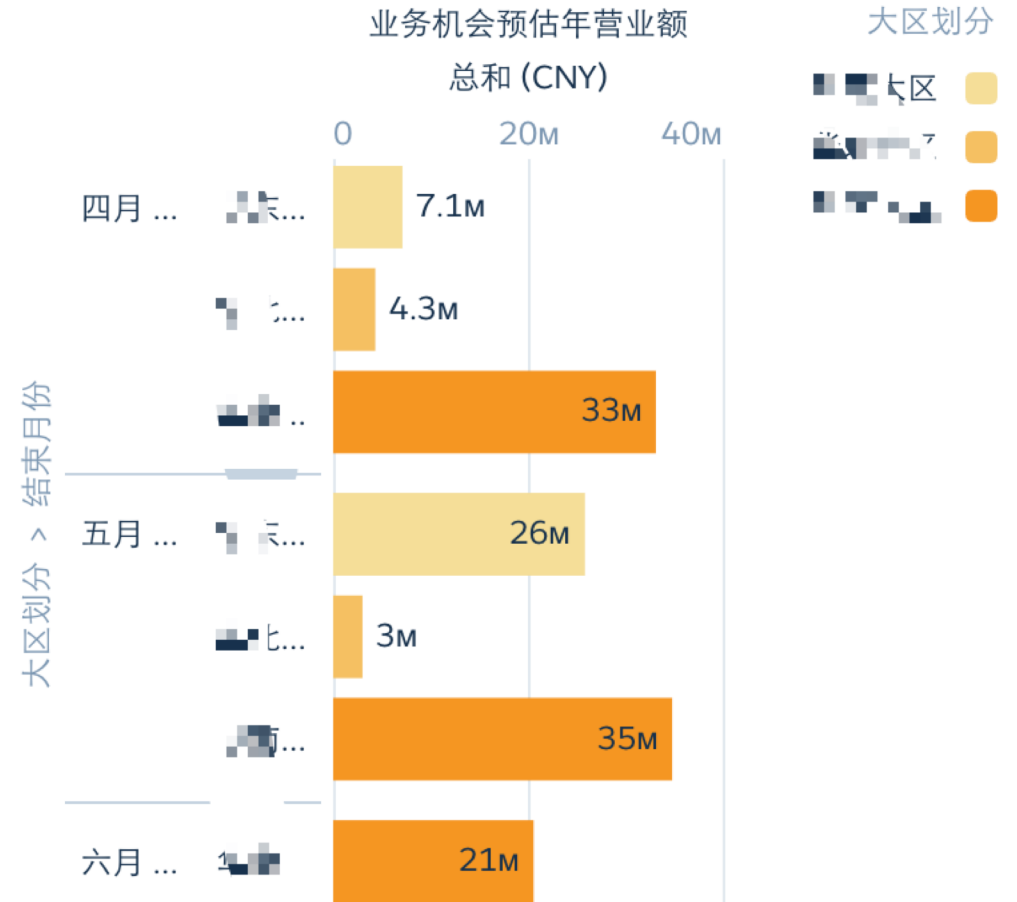
# APP Screenshot: Dashboard

## 本月及上月已成单业务机会



[查看报表 \(本月及上月预计成单业务机会\)](#)

## 本季预计成单业务机会



[查看报表 \(本季预计成单业务机会\)](#)

# Sharing Guidelines

***These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.***

***We will not contact the customer without reaching out to you first.***

## SHARING USE CASE/SCENARIO:

Can Salesforce AEs share this story and overview slide in sales settings?	Y
Can Salesforce AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	N
Would the customer be willing to speak at Dreamforce or other events?	N

## PARTNER INFORMATION

Name of reference approver:	Sharon Shen/Bluelinksys Technology Co.,Limited
Title of reference approver:	Senior Account Manager
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