



Mercedes-Benz

## MDL Mercedes-Benz - Case Study

'SmartHub' Sales Cloud Implementation



platinum consulting  
partner



MDL Mercedes-Benz Limited is the sole distributor of Mercedes-Benz vans and trucks in Ireland. They work with 20+ dealers in managing and reporting of sales and distribution of vehicles.

**Location** - Dublin, Ireland

**Industry** - Automotive

**Solution** - Sales Cloud solution 'Smart Hub'

## CHALLENGE

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MDL Mercedes-Benz were struggling to provide a single point of reporting and tracking of leads and opportunities for their organisation.

The solution needed to address the following issues:

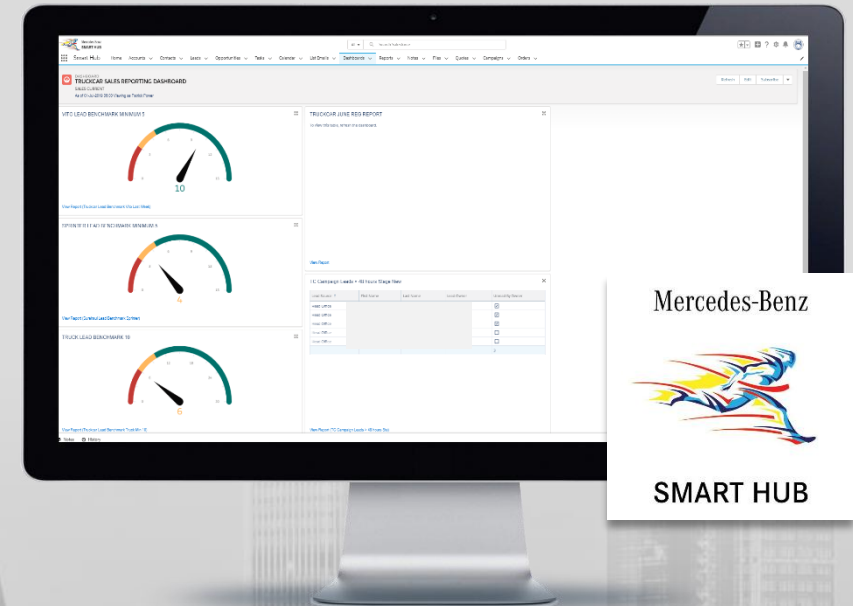
- **360 View** - were looking for a cloud-based platform to enable a 360 degree view, with all information accessible in one location.
- **Performance** - In order to maximize the efficiency of current processes, MDL Mercedes want to focus on three main areas - *lead management, opportunity processing & account management*.
- **Lead Management** – MDL wanted to monitor and report on lead conversion and ensure dealers are actively pursuing leads. It was also important to be able to finalise opportunities to different stages and report on same to help with forecasting and budgeting.
- **Campaign Reporting** - MDL wanted to measure campaigns and ensure value for money and ROI.
- **Mobile** - Finally, it was imperative that users' could access the solution via mobile (Android & iOS)

# SOLUTION

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Pexlify delivered a Salesforce Lightning Sales Cloud called Smart Hub

- **'Smart Hub' Sales Cloud** - allows MDL Mercedes-Benz to track leads including their statuses, key mappings for conversions and the ability to keep notes and files centrally. This element will be supported by the campaign functionality within Salesforce.
- **Account Management** - For MDL Mercedes' account management, this would involve Pexlify configuring Sales Cloud to allow for a user layout that would allow for ease of use for the end user.
- **Opportunity Management** – involves capturing key information allowing for tracking and monitoring opportunities using metrics for reporting against their existing requirements.
- **Configuration** – The solution had general setup requirements such as user and roles, mobile access and email integration, as well as Web-to-Lead requirements for the automatic capture of web submissions.
- **Customisation**- Pexlify delivered a configured landing page with relevant branding and colours.
- **Dashboards** - Pexlify configured reports & dashboards to compliment areas of focus and allow for accurate reporting of key performance indicators.



KPI & Campaign Management

## RESULTS

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Pexlify delivered a Sales Cloud solution that delivered and surpassed on the business goals defined in the Business Case.

- MDL are currently tracking leads and opportunities, as well as using the functionality to help with conversion tracking and management reporting.
- Due to client request, we are unable to share key KPI performance improvements. However, the client is more than happy with the results provided by the Salesforce implementation.

## WHO WE ARE

**Pexlify** is a leading provider of Salesforce.com solutions across the UK and Ireland.

Helping clients simplify and automate their customer engagements is our passion.

Offering a full professional service engagement model, we help you share the risk of delivery with an experienced team of Salesforce certified professionals.

