



EMELAR



Palmer Johnson  
Power  
Systems

**SERVICE AND COMMUNITY**  
customer success story

## Powerful Platform Delivers Exceptional Service

How we helped Palmer Johnson Power Systems provide the status of heavy equipment service requests with ease

### COMPANY PROFILE

Palmer Johnson Power Systems is the award-winning industry leader in off-highway heavy equipment service. It services and sells components for heavy-duty transmissions and axles in numerous off-highway equipment applications. Palmer Johnson's expertise and products span a broad range of markets and industries including marine, oil & gas,

engine packaging, OEM, mining, agriculture, construction equipment, and more.

**Industry:** Off-Highway Service

**Number of Salesforce Users:** 67

**Technology Platforms:** Salesforce Service Cloud, Pardot, Customer Community, Quip, Profit 21

## Palmer Johnson Faced Four Big Challenges

**PROVIDING INFO** Palmer Johnson struggled to provide critical service information to customers.

**BAD TECHNOLOGY** The technology was slow, error-prone, and not secure.

**UNACCESSIBLE  
PICTURES** Palmer Johnson lacked a way to provide pictures to customers.

**INEFFICIENT  
PROCESSES** Service Techs used manual and inefficient processes when they logged their notes on tear-down, build-up, and testing.



Unbelievable. Before we had a different partner and the difference between them and Emelar is night and day. Emelar is hands-down the best. They are easy to work with, knows their stuff and REALLY cares about us as a customer. It's like they worked in our service department before.



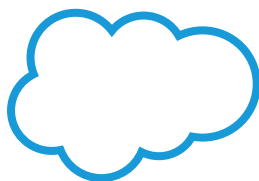
**BRAD BORCHERS**

*Director of Engineering, Palmer Johnson Power Systems*

### The Solutions



SERVICE CLOUD



SALESFORCE CPQ



PROPHET 21



QUIP

**SIMPLIFIED PROCESS** Emelar developed a service platform in Salesforce that worked with existing technology and simplified the process that Palmer Johnson used when they logged service tech work.

**CUSTOMER COMMUNITY** Emelar created a customer community that allowed customers easy access to Service Reports and to the status of their requests.

**AUTOMATION** Emelar automated the process that Palmer Johnson used to attach pictures to Service Reports.

### The Results

**ACCESSIBILITY** Palmer Johnson now uses the new, easily accessible Service Reports and provides exceptional value to its customers.

**MOBILE CAPABILITIES** New mobile capabilities make Service Techs update information substantially faster.

**REVENUE INCREASE** Palmer Johnson differentiates itself through service, resulting in a 20% revenue increase in one year.