

KESHUN WATERPROOF TECHNOLOGY CO. LTD

COMPANY OVERVIEW

Keshun Waterproof Technology Co.,Ltd was established in October 1996,registered in Shunde district,Foshan city.After more than 20 years of steady operation and efficient development,it has now grown up to be a comprehensive construction materials company,which mainly provides waterproof comprehensive solution,and also engineering construction materials,civil construction materials,and other business sector as a whole.The business scope covers foreign and domestic.

It has brands of engineering waterproof brand "CKS Keshun",civil building materials brand "Keshun family waterproof",waterproof repair brand "ZT Zhutong" and other brands and business segments.Its products include three categories and more than 100 brands of waterproof materials,mortar materials,sealing materials.Its one-stop solutions are widely used in many national and urban landmark buildings,municipal engineering,transportation engineering,residential and commercial real estate and special engineering fields.

COMPANY PROFILE

| | |
|---------------|----------------------------------|
| LOCATION | Foshan,China |
| EMPLOYEES | 2748 |
| INDUSTRY | Construction Material |
| COMPETITOR | None |
| SOLUTION(S) | Sales Cloud,Salesforce1 Platform |
| GO LIVE DATE: | 31/05/2018 |



CHALLENGE

- Current customer informations and contacts informations are relatively scattered,not easy to manage.
- Lack of comprehensive sales process management,not easy to calculate the sales results and achievement rate.
- Lack of transparency in the sales process,lack of effective sales forecasting mechanism,can not effectively support business decisions.
- Lack of unified management of salesperson's visits and tasks,difficult to inquire a customer's activity history in the future.
- The contract process lacks systematic and standardized management.
- Lack of standardization in offline approval management, reduces work efficiency.

SOLUTION

- Use the 360-degree view of customers and contacts to manage all customers and contacts uniformly,ensuring the uniqueness and accuracy of customer informations and contacts informations.
- Manage sales tasks and activities within the system,set reminders,multi-user calendar to view the schedule.
- Define different sales processes using customer types and project types.
- Use the promotion of sales process and the execution of sales activities and tasks to intervene in time.
- Create sales forecast management in the system,pre-track sales forecast and actual performance, focus on key projects,find problems in time,achieve "sales visualization".
- Create sales target management and achievement management in the system,improve the turnover rate.
- Integrate with the ERP system to obtain real-time performance completion data,accounts receivable data,to achieve effective and timely reminder.
- Use Chatter to communicate updates on important transactions in real time.
- Use reports and dashboards to view the business in real time.

RESULTS

- Achieve customer and contacts 360° management.
- Can manage the sales process more efficiently and improve the turnover rate,can calculate the sales result and the achievement rate of the sales target,and can predict the future sales behavior.
- Generate the correct activity history.
- Standardize internal management and improve internal cooperation efficiency.
- Implement integration ERP with Salesforce to obtain orders and receivables.

Salesforce has brought a boost to KESHUN business operations results

NOTES

KESHUN implementation scope :

- Leads management
- Account&Contacts management
- Activity and task management
- Project management
- Sales forecast
- Sales target and achievement management
- Product management
- Contract management
- Order management
- Receivables management
- Workflow&approval flow
- Reports&dashboard
- Chatter
- Multi-platform login
- System integration

QUANTITATIVE RESULTS IF AVAILABLE

- The accuracy of business decision improved by 20%
- The accuracy of sales data has improved by 30%

Solution Detail

MORE DETAILS

| | |
|--|---|
| Competitors of Salesforce engaged in sales cycle: | None |
| Previous technology replaced by Salesforce: | None |
| Salesforce products deployed: | Platform, Chatter |
| 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.) | None |
| Integrations: | ERP |
| AppExchange Apps/Partners | None |
| Solution 'Go Live' date: | 31/05/2018 |

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? | Y |
| Would the customer be willing to speak at Dreamforce or other events? | Y |

PARTNER INFORMATION

| | |
|------------------------------|--|
| Name of reference approver: | Sharon Shen/Bluelinksys Technology Co.,Limited |
| Title of reference approver: | Senior Account Manager |
| Email of reference approver: | Sharon@bluelinksys.com |