



Customer Success Story



Customer Satisfaction Rating:

4.5
out of
5





MIX TELEMATICS PROJECT FUSION



Standardization, optimization and simplification with Salesforce

CUSTOMER OVERVIEW



MiX Telematics, founded in 1996 is a leading global provider of Fleet and Asset Management solutions which is delivered as a Software as a Service (SaaS) to Enterprise Fleets, Small Fleets and Consumers. With a solid reputation for innovation, the range of Vehicle Monitoring Services solutions provided consists of in vehicle hardware, on demand software, applications, VAS and accessories that enhances the overall performance for the consumer and commercial vehicle market

CUSTOMER COMPANY PROFILE

LOCATION:	120 countries across the globe including South Africa, UK, US, Uganda, Brazil, Australia, and the UAE
EMPLOYEES:	1000 +
INDUSTRY:	Technology
Solution(s):	Sales Cloud and Community
GO LIVE DATE:	November 2019

Challenge

- The acquisition of multiple entities by Mix Telematics resulted in the lack of standardization of systems and processes across the various Regional Sales Offices (RSO's). The business users operated in complex and inconsistent environments - Salesforce 1 and Salesforce Compass
- As a result of the undefined and disparate processes – Management struggled to effectively manage operations with inefficient data management and accountability across the value chain. The business was unable to monitor end to end sales and service-related opportunities - including the inability to capture data on dealer works orders and job card completions
- Limitations existed to accurately manage stock between suppliers, warehousing and dealerships
- Manual contract activations with multiple disparate billing systems

Solution

Salesforce Sales Cloud

- Fusion - "Fundamentally changing the way we do business"
- Simplification and alignment of Business Processes across the various RSO's into a single environment for Compass, Enterprise, East Africa and RSA Fleets
- User guided processes enabled through the implementation of Visualforce pages
- Automated Cases and Task creation for visibility and accountability across the value chain and stakeholders
- Salesforce integration with Dynamix and AX for seamless Billing, Stock and Trackable Asset management
- Partner Community extended to Technicians for visibility of Works Order and Job Card Completion

Results

Sales Cloud Enhancements

- Standardization, optimization and simplification of processes resulted in increased performance and efficiencies across Region types through quicker sales and service lifecycles
- Effective stock control – improving cost management
- Automated contract activation enabled accurate billing – improving revenue management
- Effective value chain accountability through case management and assignment
- Better User Experience and Interface



Additional Detailed Information and Quantitative Results

Optional Commentary and Notes about Details of Deal or Implementation

 consulting partner program



Notes

- The business processes enabled by Salesforce will be rolled out to the rest of the subsidiaries based in the USA, Brazil, the UK, the UEA and Australia.



Additional Detailed Information and Quantitative Results

Optional Commentary and Notes about Details of Deal or Implementation

salesforce consulting partner program



Additional Details

Competitors of Salesforce engaged in sales cycle:	Microsoft AX
Previous technology replaced by Salesforce:	N/A
Salesforce products deployed:	Sales Cloud, Salesforce Mobile, Community
Customer Business Model (B2B, B2C, or Both)	B2B, B2B2C, B2C
Salesforce Product features:	Comprehensive Sales Forecasting, Dynamic Dashboards and Custom Reports, Mobility, Opportunity Management, Lead Management
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	N/A
Integrations:	Microsoft AX, Mix Telematics app (DynaMix)
AppExchange Apps/Partners	Drag & Drop - File Upload, Spinify