






CASE STUDY: PARTNER AND CUSTOMER SERVICE OPTIMIZATION WITH SALESFORCE

New Leader Manufacturing (NLM) is a manufacturer of agricultural and road maintenance equipment, supplying parts and equipment for Original Equipment Manufacturers (OEMs) through a partner network across two primary business lines: New Leader and Hi-Way.

Clouds Utilized

-  Experience Cloud
-  Service Cloud
-  Sales Cloud

Systems Replaced

Custom Service Portal

SF Integrations

SF CRM

"Our setup is complicated because we don't have a standard, straightforward business model. Everyone at NuAge invested in understanding the business and was able to support the vision as a result.

Their solution opened up many more doors for us and our dealer community and is creating opportunities for larger-scale service and creativity without any roadblocks."

MEGAN WAGNER

Marketing Manager
New Leader Manufacturing

THE CHALLENGE

NLM had a network of over 250 US dealers and needed a better way to communicate and conduct business with them. Their previous customer portal lacked updated navigation features for users and was limited in further development potential. NLM wanted to take more ownership and control of their processes, operations, and dealer communications and build a new system with flexibility and growth in mind.

NUAGE'S SOLUTION

- Built new Experience Cloud Dealer Portal that sits on top of NLM's existing Salesforce org
- Solution allows dealers to submit warranty and parts requests, see their case status, and interact directly with the NLM team
- Manual email requests replaced with automated ticketing, intelligent workflows, and resolution status updates visible to the dealer
- New digital Content Management System (CMS) serves as a catalog reference for manuals, bulletins, and marketing materials.

RESULTS + ONGOING INNOVATION



Self-service portal empowers dealers to find the right information or solution



Dealer Portal has grown from 300 to 1,000+ users



NLM service department fields fewer phone calls and emails without sacrificing dealer satisfaction