

CASE STUDY

Solar Panel Self-Service with Experience Cloud



Introduction

CloudROI is a renowned technology consulting firm that provides innovative solutions for business automation, digital transformation, and cloud computing.

Recently, they implemented Salesforce Experience Cloud for a **solar panel manufacturing and installation company**, which significantly improved their customer service and self-service capabilities. This case study will discuss the project in detail, including the solution and benefits that resulted from it.



Challenge

The solar panel manufacturing company faced several challenges, including a lack of self-service options for their customers, long wait times for customer service, and a complicated sales process. Their customers were unable to access information about their accounts or make changes to their orders without contacting customer service.

Additionally, the company's sales team struggled to manage leads and track customer interactions, resulting in missed opportunities and lost revenue.

Solution



CloudROI implemented Salesforce Experience Cloud, a platform that provides personalized and engaging experiences for customers and partners.

The solution included the following components:

1

Self-Service Portal

2

Sales Process Automation

3

Customer Service

Self-Service Portal

CloudROI created a self-service portal that allowed customers to view their accounts, make changes to their orders, and track their shipments. The portal also provided access to a knowledge base with articles and FAQs to help customers find the information they needed.



Sales Process Automation

Salesforce Experience Cloud allowed the solar panel manufacturing company to automate their sales process, from lead capture to order fulfillment. The solution included lead and opportunity management, quote generation, and order tracking.



Customer Service

CloudROI implemented Salesforce Service Cloud to improve customer service. The solution included case management, a knowledge base, and a chatbot to handle common inquiries.



Benefits

The implementation of Salesforce Experience Cloud resulted in several benefits for the solar panel manufacturing company, including:

1

Improved Customer Satisfaction

2

Increased Sales Efficiency

3

Reduced Customer Service Costs

4

Greater Visibility

Improved Customer Satisfaction

With the self-service portal, customers could access information and make changes to their orders without contacting customer service, resulting in faster response times and improved satisfaction.



Increased Sales Efficiency

The sales process automation allowed the sales team to manage leads more efficiently, resulting in higher conversion rates and increased revenue.



Reduced Customer Service Costs

The self-service portal and chatbot reduced the number of inquiries handled by customer service, resulting in cost savings.



Greater Visibility

The solar panel manufacturing company gained greater visibility into their sales pipeline and customer interactions, allowing them to make data-driven decisions and improve their business processes.





Conclusion

The implementation of Salesforce Experience Cloud by CloudROI enabled the solar panel manufacturing company to improve their customer service and sales efficiency. With the self-service portal, sales process automation, and customer service solution, the company was able to provide a better experience for their customers while reducing costs and increasing revenue.

Overall, the project was a success, and the solar panel manufacturing company continues to use Salesforce Experience Cloud to improve their business operations.



Questions?



Contact Us



hello@cloudroi.com



(813) 451-5191



cloudroi.com