

# EMERALD TYRES (CHENNAI / INDIA)

*"Adapting to shifting business demands has become seamless with Salesforce"*

Sales Force

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*"For us, Salesforce is more than a platform—it's a catalyst for transformation. By centralizing customer data and enhancing sales performance, it goes beyond the basics, enabling us to make informed decisions, refine processes, and achieve remarkable customer satisfaction and business success."*

V.T. CHANDRASEKAR

Vice President

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## Industry

Solid & Pneumatic Tire Manufacturers

## Employees

1,600 employees

## Reasons for choosing Salesforce

1. Centralized system for storing and tracking customer information, streamlining customer data maintenance.
2. Ability to effectively track sales opportunities, providing insights into each opportunity's stage in the sales process for better resource allocation.
3. Enabling the team to monitor sales performance over time, thus boosting the sales order win rate.
4. Assisting the sales team in analyzing the reasons for lost orders, facilitating process enhancements, and higher success rates.
5. Aids in planning and tracking sales executive tours and daily visits, ensuring they meet the right customers at the right time, thereby increasing sales effectiveness.

## Key benefits

- Tracking customer satisfaction indices with Salesforce helped us identify areas for enhancing customer service and overall satisfaction.
- Salesforce enabled us to make informed decisions about product and service positioning by tracking market and competitor information.
- Salesforce simplified the process of planning and tracking sales executive targets, making it easier to set achievable goals for the team.
- With Salesforce, it was simpler to measure the performance of sales executives against planned targets, leading to more effective resource allocation.
- Salesforce assisted in refining the sales process for increased success by tracking enquiry versus quote conversion.



<https://emeraldtyres.com/>

Implementation partner:  
Emerging Alliance

