

Salesforce

Success Stories

Manufacturing Industry



Key Success Stories

Subsidiary of Japanese conglomerate corporation known for manufacturing automobiles etc

Tech : **Marketing cloud, Service Cloud, Experience cloud**

- Enabling customer digital experience transformation through marketing cloud implementations
- Optimized & enhanced user journeys
- Brought improvement in outreach process and outreach reports; Streamlined knowledge management
- Projected savings of about \$9Mn on outreach activities over a period of 5 years

Top heavy equipment dealers in the US

Tech : **Platform, Service cloud, Field Service**

- Proactive services with IOT connected machines through Digital transformation
- Built a 360-degree view of their customers, business and machines
- 20%-time savings for operational teams
- Proactive maintenance & greater service revenues

European leader in Garden equipment manufacturing

Tech : **B2C Commerce**

- E-com Portal Transformation
- State of the art website with intuitive designs and rich content pages – providing a whole new shopping experience for Gardena customers
- Foundation built in French market to be rolled out to more than 40 countries across Europe

American motorcycle manufacturer

Tech : **Marketing Cloud, Analytics, Sales cloud, Experience cloud**

- American motorcycle manufacturer takes a data-driven approach to customer engagement
- Marketing Journey powered by AI model predictions using multiple scoring models across campaigns
- Activates customer segments across multiple channels
- Increased sales and revenue; Improved loyal customer base; Reduced churn rate

Danish Multi-national manufacturing customer

Tech : **Sales Cloud, Service Cloud, CPQ, Partner Community**

- Unified Sales and Service Platform with in-built quote mgmt.
- used Copado for the deployment of the user story to different environments
- Reduced release team's efforts by 20% by implementing unified dev concepts
- TOSCO automation implementation helps to increase the ROI on the project

Manufacturer and distributor of heating, ventilating and air conditioning (HVAC) systems

Tech : **Sales Cloud, Service Cloud, CPQ, Partner Community**

- Global salesforce CoE support across all the geographies for 22+ salesforce instances across US, Europe, Australia
- Implementation of customer community cloud that lead to saving of 600k USD/year
- Data issues reduced by over 20% due to improvements in contract management and pricing process
- Quicker quote generation turn around time

Case Study

Improved Customer Outreach Process through Marketing Cloud

Subsidiary of a Japanese conglomerate corporation known for manufacturing automobiles, aircraft, motorcycles, & power equipment



In-house capability of Mass Outreach with projected savings of about \$9Mn spent on vendor performing outreach activity over a period of next 5 years

Comprehensive reporting providing operational overview of outreach to comply with NHTSA regulations

Case Study



CHALLENGE

- Blackbox system leading to low process transparency
- Bring improvement in outreach process by shift from a black box system from vendors to an in-house managed application
- High cost of operations
- Improve internal accountability and control for outreach process
- Sub-standard reporting for effective analysis and decision making
- Ineffective reporting capabilities



SOLUTION

- Multi Channel Outreach (Email, SMS, ROBO Calls, Progressive dialer Calls, Ring-Less Voice Mails , Post Cards) on segmented data abiding Journeys
- Future proof system to support various data sources and alternate journey planning
- Flexible design to capture the parameters that govern suppressions and volumes using intuitive business friendly user interface
- Comprehensive reporting providing operational overview of Outreach to comply with NHTSA regulations



RESULTS

- Improved customer reach efficiency – ways to communicate the issue to the customer and receive confirmation for recall
- Optimized and enhanced outreach reports
- Leveraged the strengths of technical landscape & ecosystem and aligned it to the future growth, vision of the business teams
- In-house capability of Mass Outreach with projected savings of about \$9Mn spent on vendor performing outreach activity over a period of next 5 Years

TECH STACK

Salesforce Marketing Cloud

Case Study

Marketing transformation for Rider Engagement program



American motorcycle manufacturer

2% increase in conversion of bike sales year-over-year within 6 months of launch

Customer has access to email engagement metrics, that were previously unavailable

Reduced class cancellations and no-shows by 36% YOY because of improved Marketing communications.

Case Study



CHALLENGE

- Inefficient marketing processes & disparate systems preventing effective targeting.
- Need for more interaction with the rider community enrolling in the program. High drop rates or cancellations
- Rider program backed by research that indicated an opportunity to educate customers, but it was marred by process challenges
- Inefficient customer journeys from sign-up through execution/ completion. Expensive to manage due to no-shows and drop-outs



SOLUTION

- Enabled a platform to streamline & improve customer interest with timely, consistent communications across digital channels, w/ Salesforce Marketing Cloud & Customer Community
- Consolidated interactions & streamlined process , one-window for operations across multiple channels of engagement
- Enable an innovative custom lead scoring methodology using Einstein AI
- Created a comprehensive lead nurturing program by connecting marketing & customer experience systems
- Collaborative process framework incl. client employees & customers that enabled iterative improvements aligned to Business KPIs.



RESULTS

- Increased engagement, reduced cancellations and no-shows by 36% YoY
- 2% increase in conversion of bike sales YoY within 6 months of launch. Increased efficiency in targeting the right leads.
- Increased HDRA conversion by creating nurture program from point of registration; +17% conversion rate YOY.
- Qualitative improvement in journeys that helped end customers. New riders reported being more excited, confident, & better prepared for the course.
- Higher customer satisfaction (> 78% positive) on brand engagement

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Marketing Cloud, Community Cloud, Tableau CRM, Service cloud and Salesforce Platform

Case Study

Built a unified Sales and Service Platform with in-built quote management for Multinational manufacturing client



Multinational Manufacturing Customer

Unified Development platform to have central environment for development activity

Implemented TOSCO automation

Reduced release team's efforts by 20%



CHALLENGE

- Lack of knowledge with functional team and technical team working different work streams on OneCRM applications
- Very high MTTR due to dependencies on various development teams across different workstreams
- Lack of clarity in acceptance criteria for user stories



SOLUTION

- We used Sales cloud for testing the Salesforce CPQ in OneCRM application and Service Cloud is used to test the business need in service work stream
- Partner community Cloud is used to test the OneCRM application which support all segments' business needs.
- Built platform solution to manage all Salesforce orgs for customer
- Unified Development platform to have central environment for development activity
- Copado : We used Copado for the deployment of the user story to different environment
- Toca automation : To automation the business functionalities for OneCRM application



RESULTS

- Reduced release team's efforts by 20% by implementing unified dev concepts
- Increased service, sales, CPQ and Partner community testing efficiency
- TOSCO automation implementation helps to increase the ROI on the project

TECH STACK

Sales Cloud, Service Cloud, CPQ, Salesforce Partner Community

Case Study

E-com Portal Transformation

European Leader in Garden equipment headquartered in Germany



Upward trend in total and average order volumes riding on the superior experience provided by the commerce site

Cost effective European expansion - Foundation built in French market to be rolled out to more than 40 countries across Europe with minimal code changes



CHALLENGE

- Legacy systems were not scalable.
- Legacy system had poor navigational structure and product categorization was not as per standard ecommerce sites leading to customer dissatisfaction.
- Global expansion with legacy systems was challenging.
- Customer service features (eg: warranty extension, support, etc) were manual.
- eCommerce features (eg: store locator, where to buy, repairability index, etc) were rigid. Any market related flexibility to these features required manual intervention.
- User experience of the current web store was not up to the mark. The web store looked old and basic while competitors had moved on to modern designs and interactive web stores.
- Integration with 3rd party systems were inflexible. Any change required development release cycles.
- Site authoring was challenging since multi-lingual changes required intervention at various levels and that bred inconsistency in story telling across the brand.
- Product related documentation was stored with a 3rd party and workarounds were required to associate the products with the correct documents.



SOLUTION

- Globally scalable solution front ended with Salesforce B2C Commerce cloud, having 35+ interfaces with 18+ systems
- Introduction of storytelling and personas to make for an immersive and engaging user experience.
- Usage of rich imagery and media makes customers make informed purchases.
- Development of modules for automation of customer service features.
- Standardization of site navigation as per ecommerce guidelines and proper categorization of products and product types (i.e. finished goods, spare parts and discontinued products)
- Separate landing pages (PDPs) for finished goods, spare parts, and discontinued products.
- Interconnective information between finished goods and spare parts so that customer can find the right spare part when browsing a finished goods page and vice versa.
- Implementation of high-quality front-end development to improve user experience.
- Provision of custom preferences to manage eCommerce features (eg: store locator, where to buy, repairability index, etc)



RESULTS

- State of the art website with intuitive designs and rich content pages – providing a whole new shopping experience for customers
- Greater flexibility in managing the web stores.
- More power to the business in terms of managing site performance.
- Better user experience with the usage of rich content and media.
- Immersive customer journey through the web store helping them make informed decisions.
- eCommerce features (eg: store locator, where to buy, repairability index, etc) are manageable by the business with a simple click of a button.
- Well structured product information, providing well rounded product details.
- The following are the out of the box benefits that come along with the SFCC business manager
- Quick deployment of campaigns and promotions
- Site and sales performance metrics available at the click of a button.
- Flexibility in configuring the site search functionality leveraging the Einstein AI engine
- Classification and categorization of products in the site navigation

TECH STACK

Salesforce B2C Commerce Cloud, SAP, Magnolia

Case Study

Support, Integration and enhancements for Manufacturer and Distributer of heating, ventilating and air conditioning (HVAC) systems



Manufacturer and distributor of heating, ventilating and air conditioning (HVAC) systems

Increase Service Agreement retention rate from 70% to 80%

Data issues reduced by over 20%

Global salesforce CoE support across all the geographies for 22+ salesforce instances across US, Europe, Australia



CHALLENGE

- Lead and opportunity management issues post legacy CRM migration
- High support issues around quoting and pricing for chiller products
- Quick transition & takeover with zero business disruption for 8 orgs
- Delays in service agreement creation due to data issues
- High cost of maintenance for legacy systems
- Complex contract approval process leading to higher turn around in problem management



SOLUTION

- Global salesforce CoE support across all the geographies for 22+ salesforce instances across US, Europe, Australia
- Support and migration of legacy opportunity reporting system leading to quicker turn around in opportunity response
- Tool-led transition for deep study and quick turn around on support takeover
- Enhancement to the contract management process reducing time to approve
- As part of problem management, executed the opportunity split functionality to increase accuracy of sales pipeline
- Automation of booking processes enabled seamless and faster booking of rental equipment
- Improved client's agents productivity and capture metrics by streamlining existing support processes



RESULTS

- Increase Service Agreement retention rate from 70% to 80% by implementing Service Pulse Check up Metrics 90 days from Start of Service Agreements
- Implementation of customer community cloud that lead to saving of 600k USD/year
- Data issues reduced by over 20% due to improvements in contract management and pricing process
- Quicker quote generation turn around time streamlining of document generation process

TECH STACK

Salesforce Sales Cloud, Service Cloud, Communities, Marketing, FSL

Case Study

Proactive Services with IoT Connected Machines Through Digital Transformation



Top Five Heavy Equipment Dealer in the US

- 20%-time savings for operational teams
- Proactive Service Revenue Generation
- Provide Actionable insights
- 360-degree view of the consumer



CHALLENGE

- Taking data from connected products to provide actionable insights and engaging customer experiences
- Daily integration downloading large volume of Asset Telemetric IoT data, which will be utilized for Einstein Predictions.
- Manage/Authorize the service consuming users and monitor service availability and performance



SOLUTION

- The solution combined existing technologies with IoT and Field Service Lightning to transform how data points from processes and connected devices were captured, analyzed, and used to drive different service actions or sales opportunities to the customer.
- Onboarded Prioritized Service Event (PSE) to enhance their service lead pipeline
- Onboarded Machine Sales and Rental Sales departments using customized CPQ application



RESULTS

- This revolutionary solution has allowed the customer to develop new service offerings, and new models to proactively improve insights to customer to ensure necessary repairs happen before major breakdowns cause disruption.
- Implemented problem management automation, proactive monitoring, and alert mechanisms to catch/prevent/reduce incidents

TECH STACK

Salesforce Service Cloud, IoT, Enhanced Field Service

Case Study

Quick launch of eCommerce websites for AMEA and European Markets leveraging LTIMindtree's Accelerator in 4 months duration



Leading Manufacturer of Sports wear

Pilot Live solution in 4 months

Middle East, Asia, Africa, Europe
In-Scope Countries - 34

Case Study



CHALLENGE

- Pandemic initiated need for quick ecommerce solution
- Quick launch of eCommerce websites for AMEA and European markets
- MVP Lite Build: International site + Application + Roll out to pilot market, followed by other countries
- MVP Lite to Full Stack: Product management and extension with additional features
- Full Stack product (silent) activation for all markets



SOLUTION

- Creating a base eCommerce platform and roll it out in different markets with specific localization and customization
- MVP led approach for quick foundation rollout and roadmap for full product implementation
- MVP Lite Build: International site + Application + Roll out to pilot market, followed by other countries
- MVP Lite to Full Stack: Product management and extension with additional features
- Full Stack product (silent) activation for all markets



RESULTS

- Expanding The E-com Fleet into new territories through a new cost-efficient lite solution
- Faster Go To Market Strategy- using LTIMindtree's B2C accelerator

TECH STACK

Salesforce Commerce Cloud + LTIMindtree B2C accelerator

Case Study

CPQ implementation, standardization of processes and mobility enablement for more than 50 business units across 4 geographies



European Industrial Cleaning Equipment Manufacturer

50% reduction in Sales cycle time

50% increase in user adoption

Single source of customer and pricing data creating a 360 view of the customer

Case Study



CHALLENGE

- Efficient way to manage product pricing for their wide range of products or services
- Mobility and Advanced CPQ capabilities for quote generation managing various product lines
- Increase productivity and ability to close increase count of deals being closed in a particular period
- Reduce risks(legal) involved with incorrect quotes
- Visibility of quotes data to senior managers



SOLUTION

- Conducted workshops for CPQ processes being used across business units and standardization opportunities
- Single source of customer and pricing data creating a 360 view of the customer
- Streamlined CPQ processes across different business units and geographies.
- Device agnostic Salesforce Lightning platform enabled users to manage end-to-end CPQ processes on mobile/tablets
- Advanced quotation capabilities achieved through Steelbrick managing different product lines
- Localized solution (currencies) rollout for 50 countries across geographies



RESULTS

- 50% reduction in Sales cycle time
- 50% increase in user adoption
- Streamlined processes resulting in consistent services and improvement in Customer Satisfaction
- Automate Opportunity updates based on quote status to minimize manual effort

TECH STACK

Salesforce CPQ

Case Study

Migrating an org to existing Global org and implementing Field Service Lightning



Global Manufacturer of lifting and material handling solutions for diverse set of industries

Standardized processes for Opportunity and Case Management

Implemented Org Migration activity and implemented Field Service Lightning to equip technician's with mobile app to boost their productivity

Case Study



CHALLENGE

- Improve Management Visibility with One system to drill-down into pipeline & activities of various business lines
- To reduce support / Maintenance cost through consolidation of IT teams
- Deliver speedy, efficient, intelligent and productive on-site service and improve first-visit resolution
- To facilitate managers and dispatchers with easy, real-time visibility into operational performance and KPIs



SOLUTION

- LTIMindtree's CoE team implemented the Org Migration activity and implemented Field Service Lightning to equip technician's with mobile app to boost their productivity
- Performed Gap-analysis to understand all the similarities and differences in process and objects
- Reviewed process enabled by the system and mapped to desired future state
- Created sandboxes, installed managed packages, migrated metadata, users, and user dependent metadata, and data.
- Implemented Field Service Lightning to empower on-ground technicians



RESULTS

- Standardized processes for Opportunity and Case Management
- Improved roll-up reporting to give better visibility to Management
- Significantly improved the first-visit resolution by facilitating real-time collaboration and providing access to knowledge article on-the-go
- Provided for intelligent scheduling, to automatically assign jobs to the right resource based on availability, skills, and location

TECH STACK

Field Service Lightning, Org Consolidation

Why LTIMindtree Salesforce Practice?



Summit Salesforce partner
with 20+ years
of Technology Expertise Top 5
MuleSoft partner



Systematic Innovation
through Digital Pumpkin &
Salesforce Garage



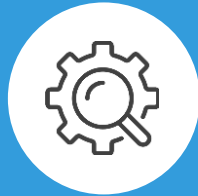
Three-time Salesforce
Partner Innovation
award winner



Proven experience in the
industry across
the ecosystem



Innovation Lab enables
continuous upskilling of
talent on the Salesforce
Platform



Salesforce and Integration Test
Automation framework



Proven IPs and Accelerators
for DevOps to ensure faster
time
to market



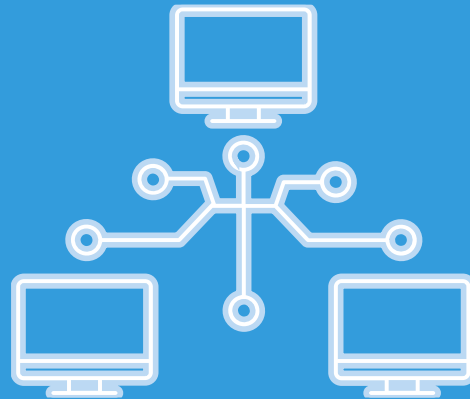
Anchor Partner of
choice for digital
transformation

To Sum it all up, LTIMindtree offers...

Unrivalled Digital Expertise in your sector



Services structured around your ideal technology ecosystem



A Proactive Collaborative, congenial team



Ability to scale without loss of quality or efficiency





Let's get to the
future, faster.
Together.

