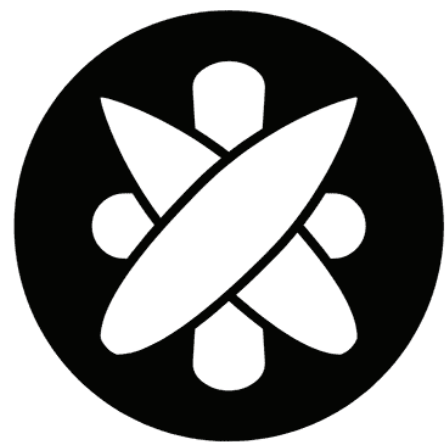# STREAMLINE YOUR SALES PROCESS

with Salesforce Sales Cloud

Cloudity

BOARDRIDERS ™

Boardriders is a leading action sports and lifestyle company that designs, produces, and distributes branded apparel, footwear and accessories. The company's brands are Quiksilver, Billabong, Roxy, DC Shoes, RVCA, Element, and VonZipper.

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CHALLENGES OUR CUSTOMER WAS FACING IN EVERYDAY WORK:

\# Consultants worked in Salesforce Classic, which offered less functionality because it is no longer developed by Salesforce;

\# There was a lack of tools for global sales planning and analysis, and identification of less effective outlets;

\# The company lacked internal expertise and human resources. For three months, the project could not be implemented as planned.
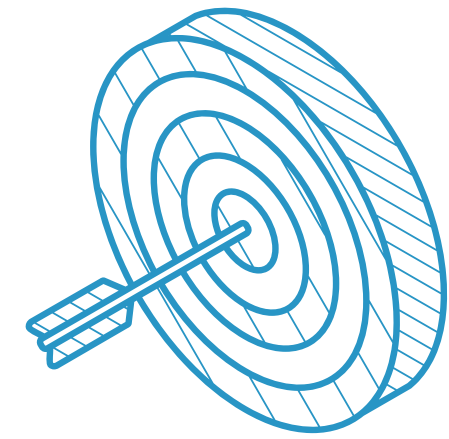
PROJECT SCOPE:

Support in the transition from Salesforce Classic to Salesforce Lightning;

3 months on-site support in France;

Creation and implementation of MyForecast – sales planning tool and realization monitoring;

Creation of SMU Requests – custom ordering tool;

Managing new brands' go-live for 200 new users (Merger between the Billabong group with Boardriders);

Implementation of chatbot and live bot.

HOW DID THE IMPLEMENTED SOLUTION FACILITATE THE CLIENT'S DAILY WORK?

Transition to Salesforce Lightning: modern service console, mobile app;

Implementation of SMU Requests: creation and acceptance of orders, integration with external systems – greater flexibility and competitiveness in the market;

Faster and more effective agent communication.

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MyForecast implementation:

- Review of orders from the previous year/season by customer and sales group;

- More efficient and faster management of seasonal sales forecasts;

- Integrated forecast approval workflow – data allows drawing better business conclusions;

★★★★★

"I strongly recommend anyone using Salesforce to partner with Cloudity on any project – you will receive **the highest quality service** and products in the industry. **Cloudity extensive knowledge of the system** and its capabilities, as well as their business acumen, **is the best we've found**."

Nicholas Decloedt

IT Project Manager of
Salesforce.com