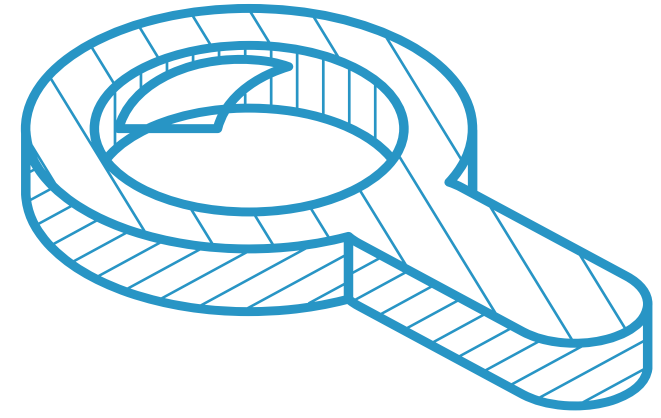# CLOUDITY TRANSLATES HEIZUNGSMACHER'S VISION INTO A SINGLE SOLUTION

Cloudity

HEIZUNGS MACHER®

Heizungsmacher is a Swiss company specializing in heating systems and heat pumps for homes. A great deal of knowledge and top quality equipment allows them to offer practical and efficient solutions that save customers energy and costs.

Cloudity

HEIZUNGSMACHER'S CHALLENGES:

Heizungsmacher was still a startup when the project began. They required a dedicated CRM solution that could be adapted to their specific processes and industry.

Cloudity developed the complete vision and implemented the new solutions.
The main challenge was to create the shortest possible process between acquiring customers and sending them a ready offer.
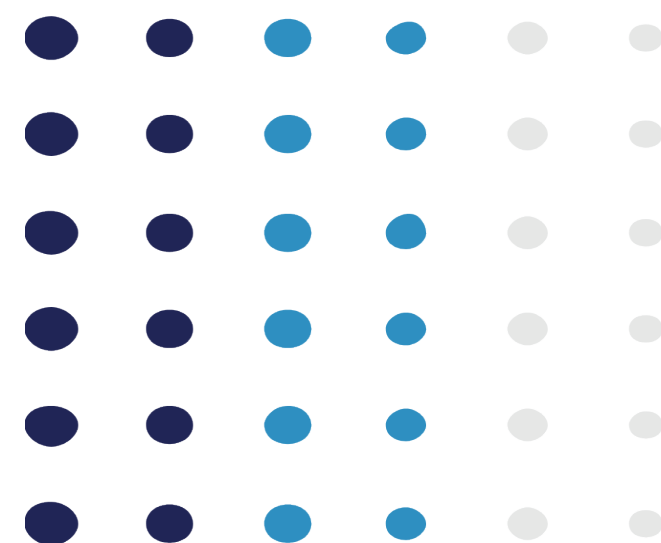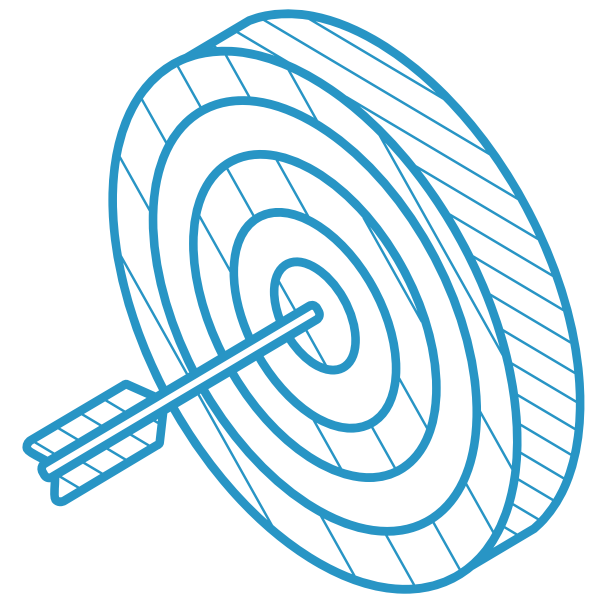
PROJECT SCOPE:

**Implementation of three Salesforce marketing & customer service products:**

- Sales Cloud;

- Service Cloud;

- Marketing Cloud Account Engagement;

**As well as dedicated custom solutions:**

- offer configurator;

- a system to store the product catalog and the relationships between them;

- calendar showing project phases;

- project editor – a tool showing data about projects, with the possibility of filtering.
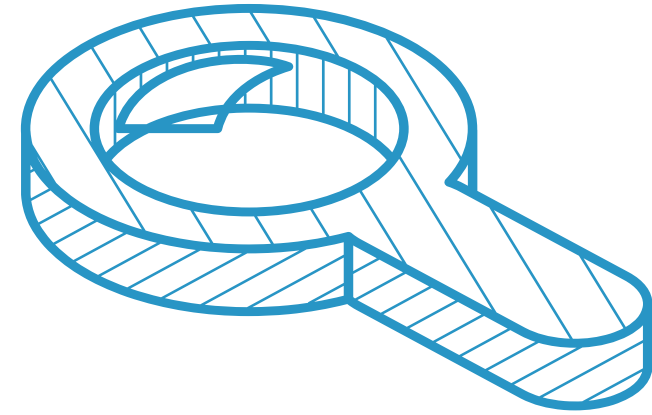
KEY BENEFITS:

**improved project management**;

**faster, simpler, and more effective customer acquisition**;

**all marketing data** about leads and existing customers stored **on a single platform**;

**Integration between website & Marketing Cloud Account Engagement:**

- tracking visitor activity;

- enabling a clear overview of customers' interests;

- sending personalized communications;

**significantly reduced time** between customer acquisition and offer submission.