

**Alen Corp wanted a complete revamp of their Sales and Customer Service process for their business expansion. Team etg provided them just that, with our Sales Cloud and Revenue Cloud implementation and integrations**

### INDUSTRY

Consumer Goods



### IMPLEMENTATIONS

Sales Cloud and Revenue (CPQ) Cloud



### INTEGRATIONS

Avalara, Netsuite ERP, ZenDesk (Customer Service Management)



## What is Alen Corp ?

Alen Corp is a HEPA-compliant air purification solutions provider based in Austin, Texas. Providing safe, healthy, and worry-free air to people with the sole aim of improving their lifestyle has always been the hallmark of all of Alen Corp's product offerings.

Alen Corp always kept customer service and satisfaction at the fore of their operations and with the lifetime warranty options they provide for their purifier products; Alen Corp became one of the few brands which stood by their promise.



## What changed for Alen Group ?

Their emphasis on providing perfect customer service and the expansion into new territories started showing strain on the business process of Alen Corp.



- ▶ Without clear rules and territorial demarcations, they started seeing overlap and multiple communication to their leads amongst their sales teams.
- ▶ Providing discounts to subscribers and existing customers and giving product offering to new customers started becoming complex with increased products and dynamic pricing.
- ▶ Quarterly Sales forecasting began showing skewed figures due leading to improper forecasting of future numbers.
- ▶ Data began getting stored in silos due to their numerous systems not communicating amongst themselves. This led to a breakdown of information flow between their internal teams, read Sales, Finance etc.

The primary challenges Alen Corp needed to address to put their expansion plan on track was to address ease of data access to their Sales teams and help them close deals quickly to hit their targets. Enter etg Digital.

## Alen Corp meets etg Digital

There are never a one size fits all solution” With this approach our experienced Solution Architects and team of Salesforce developers set a custom plan to suit the approach of Alen Corp.

- ▶ To ease the process of end-to-end sales enablement, the first step etg Digital undertook was the **implementation and customization of Sales Cloud**.
- ▶ Our experts created **custom dashboards** with **configured sales paths** which showed the step-by-step progress of their respective leads in their pipeline journey. This gave the sales team of Alen Corp a better understanding of their prospects.
- ▶ Setting up of hierarchy based on territory and organizational positions to view and analyze the sales forecasting figures and take decisions was done by our **Salesforce developers**. This made taking informed decisions for Alen Corp easy.
- ▶ We created an integration to map the inventory, catalog and pricing list information from **Netsuite ERP to Sales Cloud**.
- ▶ An **integration** was established between **Zendesk** which made all the historical service tickets raised by a contact available on **Sales Cloud**. This addressing service concerns easier for Alen Corp.
- ▶ Our team undertook a **Salesforce Revenue Cloud (CPQ) implementation**, which made managing subscriptions, tier pricing and discount configurations easy which resulted in quick closures and revenue generation for the Sales teams.
- ▶ **Web to lead forms** were configured where the fields filled in the form were synced and mapped back into the **Sales Cloud**.



## What have we achieved for Alen Corp?

Alen Corp saw a MoM increase of

**37%** of their Sales.

Subscriber list of Alen Corp increased by

**9%**

Alen Corp saw an avg rise of

**3.8%** in their new leads capture MoM.

Customer satisfaction ratings increased by

**14%** owing to Alen Corp's optimized service management.