

**A growing business needs a robust Sales and Service process. That's what etg digital setup for our client, courtesy Salesforce**

## INDUSTRY

Power Equipment  
Manufacturer and  
Supplier



## IMPLEMENTATIONS

Salesforce Sales and  
Service Cloud, Order  
Management System



## INTEGRATIONS

Fishbowl (ERP), QuickBooks,  
LifeChat, PanTerra (Phone  
Systems), Authorize.net



## Who are Sonic Tools ?

Sonic Tools is a supplier of premium power tools and solutions which has made a mark for themselves owing to their affordability. Sonic tools prides itself in taking care of the minutest of technician needs right from quality of the equipment to the placement in the tool kit. This professionalism Sonic Tools is what made it the go to equipment provider to renowned brands like Corvette Racing to Lockheed Martin.



## Why did etg digital and Sonic Tools cross paths?

Providing world class power tools and solutions with great after service made Sonic Tools rise ranks very quickly. The business started to flourish and so did the clientele, but this led to the inevitable. Difficulty in handling service requests, order processing and experiencing opacity in having information of the existing inventory across their channels.

The growing business pangs started showing strain on the existing business process of Sonic Tools which started affecting their brand name adversely, this was when the paths of etg digital and Sonic Tools crossed.

## etg Digital's solution for Sonic Tools

Upon assessing the business requirements of Sonic Tools, the team of etg Digital understood it made a strong for Sales and Service Cloud Implementation and custom integration with their existing tech stack.

We setup and implemented **Salesforce Sales and Service Cloud** modules to streamline their sales and customer service processes which were taking a hit.

Our team of Salesforce experts created **appropriate validation rules, objects, dashboards and other custom fields on the implemented Sales and Service Cloud apps** with relation to their business needs. This created a clutter free experience for the users.

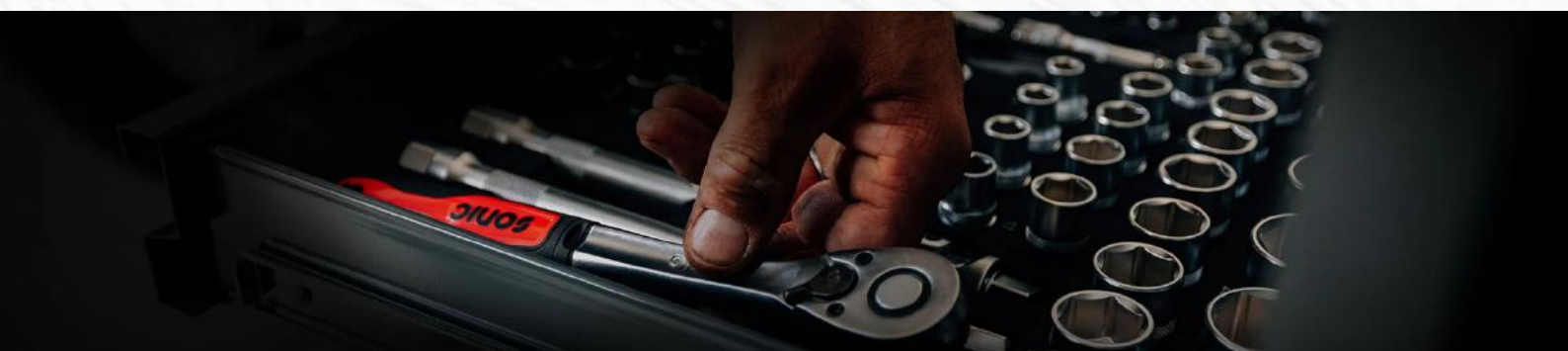
**Salesforce Order Management System** was implemented into the tech stack of Sonic Tools which took care of their order fulfillment across multiple channels.

**Returns Management** became easier and streamlined given the creation of customized workflows on Salesforce OMS.

We undertook a custom integration where we **integrated the Salesforce with their Fishbowl ERP**. This made the flow of information related to inventory, orders and customer information seamless between Sales and order fulfillment teams.

etg Digital integrated **PanTerra Network (Phone Systems) with Salesforce**. This meant automated case creation of all the service calls logged with the customer service teams of Sonic Tools onto Service Cloud.

A custom **Salesforce Integration with LiveChat** was executed by us. This made syncing of the information from live chat into cases of Service Cloud easy. These integrations achieved a complete omni channel customer service process where cases were created from both calls and live chats which greatly improved their customer service process.



## What etg Digital achieved for NJMVC?

**67%** percent improvement in the customer service response time owing to the omni channel automation with Salesforce CRM

The new prospective clients increased a rate of **4.5x** due to the new dashboards with objects that mattered the most for business.

Returns Management improved by **39%** which meant even meant increase in brand loyalty and repeat customers.

