



Rialtes
Simplify | Enable | Empower

Case Study

Improved Distributor Experience with Salesforce Maps

MANUFACTURING



Client Profile

A leading manufacturer that specializes in building innovative materials for residential and commercial construction projects. They offer high-quality products, including roofing (shingles), decking, railing, and waterproofing solutions. Their focus is on helping contractors, builders, and homeowners to enhance the durability, performance, and aesthetics of their buildings.



Problem or Challenge

The manufacturing company faced difficulties in managing distributor appointments, fostering collaboration with distributors, and gaining real-time insights. They lacked transparency in their sales reps locations, how much time was spent with customers, and the overall team's performance. Poor communication between sales managers, reps, and distributors made planning efficient routes and scheduling appointments difficult.

Solutions

Rialtes implemented Salesforce Maps, a location intelligence tool, to create a 360-degree view for sales leadership. Rialtes utilized geo-fencing and location data for route optimization and sales reps were able to plan their weeks by visualizing the distributor they are meeting with. Salesforce Maps allowed for streamlined scheduling and service appointments within a centralized platform. Rialtes defined territories for each rep and created layered maps to identify areas with high or low demand.

Benefits

Consistent communication and efficient route planning strengthened distributor connections.

Optimized routes and defined territories led to a significant increase in overall sales.

Established clear boundaries for each rep, reducing territory conflicts.

Sales managers gained real-time insights into rep activity, improving overall team management.

Gained visibility into areas with high or low demand, allowing for strategic sales planning.

Pre-configured routes saved time and effort, ensuring consistent distributor interaction.

