

Armellini Logistics

Transportation, Logistics, Supply Chain and Storage

Technologies

Sales Cloud

Service Cloud

Experience Cloud

Apex

JavaScript

Aura

LWC

SSO

External Data Source

Change Data Capture

REST

Salesforce Reports

Flow

The client is one of the largest family owned companies specializing in temperature controlled shipments of perishable product, expedited truckload, and LTL scheduled service across the United States.

Implementation from scratch. Bring Salesforce in the middle of the existing software ecosystem, make it a single source of truth and a main source of business management. Embrace Salesforce functionality to improve business processes and customer experience in the best possible way.

⚡ Challenge / Problems

The company didn't use Salesforce before. Existing data should be migrated from various existing web-applications. Several bidirectional synchronizations should be implemented, so that the web-applications may continue working as is. Propeller Plan acted as the single responsible side, gathering all the requirements, figuring out the architecture and implementing the changes.

⚙️ Solution

Focusing on the business specifics, Propeller Plan:

- configured Sales Cloud, using Sales Cloud Data Model, Web-to-Lead, Chatter and other features.
- set up Service Cloud using Service Cloud Data Model, Email-to-Salesforce, Omni-Channel, Service Console and other features to improve agents efficiency.
- implemented multiple business logic to handle business management from Salesforce using Custom SObjects, Aura, LWC, Apex Batch, Scheduler, Trigger, Flow and other features.

To improve customer experience, Propeller Plan configured Community, embedding it to the main customer web-portal, implementing SSO using Auth0 and making it look like one solid portal.

✅ Results

All goals have been successfully achieved. The business constantly grows. Two thousand consignees have used the Community so far.