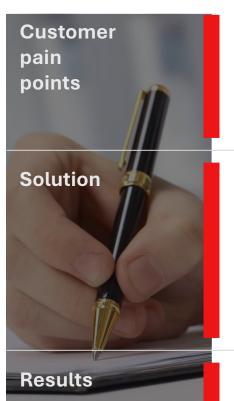
## Case Study: CRM platform implementation and integration for global food ingredient supplier



Below par implementation of current CRM platform, resulting in under-utilization of critical features

Sales staff spending a lot of time on admin related manual processes Lack of real-time visibility on customer reach-outs

- Implemented Salesforce as one stop-solution, comprising of manufacturing cloud with CRM Analytics, CPQ and experience cloud
- Rollout of CPQ for faster quote processing and turnaround, resolving product bundling and compatibility issues
- Integration with Snowflake and all major existing ERPs
- **Enhanced data tracking and mgmt.** including recipe management, allergen tracking, sampling, regulatory compliance and packaging specifications

## 40%

Reduction in time spent on admin work for sales staff

## Increased Pull Revenue

Due to crossselling/upselling and operational efficiencies

## Improved Business metrics

E.g. customer satisfaction, accuracy of account forecasting



Nudges suggesting cross-sell/upsell to sales staff

**Manufacturing cloud** for handshake between sales and operations

Sales, innovation and marketing processes harmonized in single Salesforce platform

**Experience cloud utilized for** customer self service enabling faster turnaround