


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

Customer pain points	<p>Below par implementation of current CRM platform, resulting in under-utilization of critical features</p> <p>Sales staff spending a lot of time on admin related manual processes</p> <p>Lack of real-time visibility on customer reach-outs</p>	<div>Features/ Value Delivered</div> <div>Nudges suggesting cross-sell/up-sell to sales staff</div> <div>Manufacturing cloud for handshake between sales and operations</div> <div>Sales, innovation and marketing processes harmonized in single Salesforce platform</div> <div>Experience cloud utilized for customer self service enabling faster turnaround</div>		
Solution	<ul style="list-style-type: none">• 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			
Results	40% Reduction in time spent on admin work for sales staff	Increased Pull Revenue Due to cross-selling/upselling and operational efficiencies	Improved Business metrics E.g. customer satisfaction, accuracy of account forecasting	