

Grow Your Business Through Salesforce with Tether

Faun Zoeller's Digital Transformation with Salesforce

The Challenge

Faun Zoeller, a subsidiary of the Kerchoff Ecotech Group, faced significant challenges in **managing customer relationships and sales processes**. The company, which specialises in selling refuse collection vehicles and providing related services, operates in a highly competitive market. Their commercial team relied heavily on emails and spreadsheets to manage customer interactions, leading to inefficiencies and data silos. This fragmented approach made it difficult to maintain a comprehensive view of customer data, especially when employees left the company, taking valuable knowledge with them. Additionally, the lack of a centralised system hindered their ability to forecast sales and manage projects effectively.

The Solution

To address these challenges, Faun Zoeller decided to implement **Salesforce Sales Cloud** as their Customer Relationship Management (CRM) system. After evaluating several options, they chose Salesforce for its features and the recommendation from their Salesforce account manager. **Tether** was brought in to configure and implement the system. The initial deployment focused on providing the commercial team with a centralised platform to manage customer interactions and data. This move was aimed at ensuring that customer information was not lost when employees left and that the company could build a more comprehensive view of their customers.

In addition to Salesforce Sales Cloud, Faun Zoeller implemented **Mission Control**, a project management software built on the **Salesforce platform**, to streamline their project management processes. Tether played a crucial role in configuring and implementing this system as well.

The Outcome

- **Centralised Customer Data:** Reduced reliance on emails and spreadsheets, ensuring data continuity even when employees left.
- **Improved Sales Forecasting:** Utilised Salesforce's reporting and dashboard functions for accurate sales forecasts and strategic planning.
- **Enhanced Efficiency:** Streamlined project management processes with Mission Control.
- **Strong Vendor Partnership:** Successful implementation and ongoing support through a positive working relationship with Tether.

