

Grow Your Business Through Salesforce with Tether

Enhancing Customer Experience: The Salesforce Solution for Evolution Power Tools

The Challenge

Evolution Power Tools (EVP), a company with roots in B2B sales since the 1990s, faced critical challenges when expanding into Direct-to-Consumer (DTC) markets in 2020:

- **Scalability and Resource Constraints:** Limited resources to develop and maintain an in-house CRM system.
- **Centralised Customer Data:** A need for a unified system to manage communications, track customer demand, and interactions.
- **User Adoption:** Struggles with onboarding employees, particularly those less familiar with technology.

The Solution

To overcome these challenges, EVP partnered with Tether to implement Salesforce as their CRM platform. Key highlights of the solution include:

- **Tailored Implementation:** On-site visits to understand EVP's unique business needs and expert consultants offering insights and alternative approaches for customisation.
- **Swift Deployment:** Rapid go-live in both the US and UK markets and comprehensive planning ensured smooth adoption.
- **User-Friendly Enhancements:** Streamlined workflows, including macros and reduced clicks for repetitive tasks and ongoing support to address adoption hurdles.

The Outcome

Salesforce delivered significant benefits to EVP, enabling them to achieve their goals and position themselves for future growth:

- **Centralised Customer Data:** Improved tracking of customer demand and reasons for contact and enhanced customer experience through better data management.
- **Operational Efficiency:** Simplified processes for employees, boosting productivity.
- **Continuous Improvement:** Regular updates and new projects every 18 months to enhance functionality.
- **Future Readiness:** Expansion into new markets and improved self-service options for customers as well as integration of AI tools for language support.

