

Mahony Fleet's Digital Transformation with Tether and Salesforce

The Challenge

Mahony Fleet, part of the Denis Mahony Group, is Ireland's leading independent fleet leasing provider with over 55 years of family-run expertise. They faced significant operational inefficiencies due to outdated systems. Their sales tracking, funding modules, and customer engagement processes were fragmented across Excel spreadsheets. This lack of integration led to:

- Poor visibility on leads and future orders.
- Unclear customer communication & service workflows.
- Inefficient reporting and decision-making.
- Need for scalable, secure, and compliant digital infrastructure.

Recognising these limitations, Mahony Fleet sought a solution that could streamline operations, enhance customer experience, and support future growth.

The Solution

Mahony Fleet partnered with Salesforce and implementation experts Tether to overhaul their digital infrastructure.

Tether began with discovery workshops to understand Mahony Fleet's operations and identify key gaps. They then customised Salesforce Sales Cloud with tailored objects for vehicles, orders, leads, and opportunities. A partial integration with the legacy system ensured continuity, while automated workflows and a custom e-signing app streamlined contract management. Comprehensive training and post-launch support ensured smooth adoption.

"Tether really took the time to get to know us and our business. That made the real difference in creating a custom-made solution for Mahony Fleet."

– Jennifer Gibbons, Operations Manager
Mahony Fleet

Mahony Fleet then looked to enhance driver support, and Tether helped to replace their basic Outlook-based system with Salesforce Service Cloud, introducing a robust case management solution. This upgrade significantly improved visibility, response times, and overall customer service.

The Outcome

The collaboration between Mahony Fleet, Tether, and Salesforce delivered transformative results:

- **Operational Efficiency:** Centralised data and automated workflows significantly reduced manual processes and improved internal coordination.
- **Enhanced Visibility:** Real-time dashboards and reporting empowered better decision-making across departments.
- **Improved Customer Experience:** Faster response times and streamlined communication.
- **User Adoption:** Despite initial concerns, staff embraced the new systems due to their intuitive design, extensive training and support offered.
- **Scalability:** The solution was built with future growth in mind.

