

Case Study: How Maventic implemented Salesforce for a leading Chemical Company

The client is a top African chemical company with global reach, specializing in importing and distributing raw materials to various industries.

Challenges



Lack of centralized data

There were significant data quality issues due to a highly fragmented data landscape where crucial information was scattered across multiple systems.



Inefficient sales processes

The existing system provided limited visibility into sales performance, with inadequate sales reporting and analytics capabilities.



Poor sales forecasting

Lacked real-time sales data, which led to difficulty in generating accurate predictions about future sales.

Business Scenario

Prior to Maventic, the customer found their SAP CRM system insufficient to meet their expanding business needs. They aimed to introduce Salesforce to enhance their CRM experience and simplify their business operations.

Solution

After evaluating a few Salesforce implementation partners, the client selected Maventic's proposal to implement a comprehensive solution with the following capabilities:

● **Lead generation**

Gathered leads from different sources, such as manual Excel sheets, and organized the data to simplify the Salesforce implementation procedure.

● **Automated routing**

Automated routing based on criteria like geography and industry, ensuring timely assignment to the appropriate sales representatives.

● **Notification system**

Established email notifications in Salesforce for lead owners according to lead-specific details, ensuring prompt communication for smoother closures.

● **Advanced analytics and forecasting**

Generated reports for various KPIs such as TAT and lead lifecycle to offer actionable insights. Additionally, utilized the system's predictive analytics features to enhance sales forecasting.



Benefits



Improved resolution time



Enhanced data mapping with Object Manager



Enabled automated reminders for lead owners

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