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Case Study: Elevating Salesforce performance for a leading Indian Home Appliance Manufacturer

Our client is a prominent Indian home appliance manufacturer specializing in washing machines, refrigerators, and other household products. With a vast customer base exceeding 6 million, they operate as part of a large conglomerate with an annual revenue of $132 million.

Challenges

Slow service processes

Sluggish searches for service processes and master data were causing a significant waste of valuable resources within the Salesforce system.

Large data volume

The growing volume of data, driven by redundant transactions, posed a challenge to the efficiency of Salesforce operations.

Lengthy and manual service processes

The existing service processes were characterized by excessive length and numerous manual steps, hindering overall efficiency.

Business Scenario

Recognizing the critical need to enhance their service processes, our client sought to optimize their Salesforce system performance to better serve their extensive customer base.

Solution

After evaluating a few Salesforce support partners, the client selected Maventic's proposal to optimize their Salesforce system with the following capabilities:

- **Ease of use**
  Implemented improvements to make the Salesforce system more user-friendly, boost productivity and enabled teams to work more efficiently and effectively.

- **Process optimization**
  Implemented a dynamic sales process to generate leads, identify opportunities, and provide a product-wise analytical sales view within Salesforce.

- **Reduction in data entry screens**
  Streamlined processes by minimizing the number of screens required for data entry.

Benefits

Reduced call closure time

Enhanced decision-making with timely access to information

Improved system performance by fine-tuning the system to handle high user loads

Increased operational efficiency

Improved forecasting accuracy due to a shorter sales cycle & up-to-date information

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