



RETAIL

FRANCHISE

POWER & BATTERY

Reactivated 23,500+ dormant leads through autonomous SDR agents

Built an AI-driven sales development function from scratch — qualifying interest and delivering productive conversations without adding headcount to the sales team.

PRODUCTS Agentforce · Data Cloud · Sales Cloud

FOCUS AI Strategy · Sales Process · Automation

ENGAGEMENT

Pilot program · Enterprise expansion underway · Agentforce



CHALLENGE

Batteries Plus had accumulated 3,500+ stale leads and 20,000+ contacts who hadn't engaged in six months or longer. Without a dedicated SDR function, manually reactivating this audience wasn't feasible. Traditional outreach was inconsistent and failed to re-engage contacts in a personalized, timely way.

SOLUTION

Rosetree engineered an autonomous SDR agent using Agentforce that handled personalized outreach, complex follow-ups, and gray-area responses with seasoned-rep awareness. Account Executives were notified only after genuine interest was qualified, keeping the pipeline clean and focused. A proprietary logging framework delivered full visibility into conversion performance.

RESULTS

5 min

from launch to first productive meeting request

23.5K+

dormant leads and contacts reactivated

0 → 1

SDR capability built with zero new headcount

Pilot validated autonomous agents at scale. Program is expanding to full production rollout including franchise locations, with churn-prevention and prospecting agents in development using Data Cloud.