



ECOLAB LEVERAGES SALESFORCE IOT TO TURN DATA INTO ACTIONABLE INSIGHTS

Ecolab, a manufacturer of hygiene and chemical products for the water, energy, and hospitality sectors has relied upon the creativity and expertise of Magnet360 for several years over dozens of projects. Although the manufacturer occasionally reaches out to other consultants as part of its bidding processes, Magnet360's proposals, creative solutions, and iterative builds consistently win the company's bids, as well as the trust of and accolades from its sales teams and executives.

Over the years, Magnet360 has partnered with Ecolab to offer solutions for challenges many companies are facing in

the digital age. From integrating one business unit's disparate online presence into a single, customer-facing portal, to partnering on a custom mobile app build that made another division's sales and service teams more agile and responsive than ever, the company has relied on Magnet360's Salesforce expertise to get the job done.

Utilizing scalable Salesforce technology and leveraging the exponential power of cross-cloud solutions, Magnet360 has kept Ecolab on the leading edge of audience engagement and has driven competitive advantage.



A Scalability Challenge

Ecolab's strength is the personalized service its customers have come to depend on. In almost all cases, customers will have a named service technician who pays frequent visits to review product lines, monitor usage of the products, and evaluate the overall cleanliness of the environment. Their personnel set them apart from the competition and create a tremendous difference in the marketplace. Their people show up, provide personalized service, and add value for the manufacturer's customers.

The most recent challenge we helped the manufacturer solve was one of scalability. Rapid growth makes it more difficult to continue to provide personalized service through the deployment of individual service technicians and members of the service team. On the other hand, scaling up the number of people on sales and services teams creates expenses and cuts into profits. The company needed a digital transformation to scale its sales and service forces to accommodate growth while continuing to deliver world class service to existing customers.

A prime candidate for digital enhancement was the Ecolab's specialty services group. The group's food retail division wanted to improve the mobility of their representatives in the field, and enable them to better facilitate account-based collaboration and knowledge-sharing between sales associates.

The food retail division helps its customers protect the safety of the food products they sell. The division's value proposition

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is to deliver increased food safety protection at a proven lower total cost. To deliver on this proposition, it was essential that the company scale the reach of its sales and services without taking on considerable extra expenses in doing so. At the same time, it was imperative that they maintain the value created by the dedicated, personalized service it delivers to its customers.

The final digital solution required several very precise components to truly deliver on the expectations of both the food retail division and its customers. It needed to encompass retail-specific cleaning technology that allows for constant and consistent monitoring of critical behavior at each customer action, along with predictive use of food safety information. These behaviors needed to trigger actions on the part of both the customer and Ecolab.

To accomplish this, the food retail division would have to leverage multiple technologies that would create an enhanced digital ecosystem for its sales and service teams, as well as its customers.

A digitized clipboard with a custom mobile app would enable customers to log and validate the environmental health and conditions at their locations.

The data collected from across divisions and external sources could then be leveraged by the food retail team to proactively warn customers of any potential issues or concerns which allows for routine, and sometimes redundant, services to be scheduled less frequently. Ultimately, these findings could be put to use to develop best practices and conduct customer and company trainings.

And this would all have to be delivered with proof of hard ROI to the Ecolab.

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A Granular Solution

Using Salesforce Sales Cloud as the primary engagement layer, we integrated Marketing Cloud and Community Cloud, along with Salesforce IoT (Internet of Things) to process fine-grained events from Azure Event Hub, which originate from audit and checklist business processes. When Salesforce IoT's rules, called “orchestrations,” detect business events that require follow up, such as low chemical levels, improper food handling, incorrect hot or cold food temperatures, or anything that could jeopardize the health of the public, its integrations with Sales Cloud, Marketing Cloud, and Community Cloud are used to notify, follow up, and train on those events. Salesforce IoT serves as the hub of the solution that converts fine-grained events, such as responses to questions in a survey or temperature readings, into high-level business events. Such events trigger responses like email notifications, acknowledgement an issue has been resolved, or the transmission of training materials.

We configured Salesforce IoT to create records in Salesforce, which cause triggers to run. These, in turn, alert Marketing Cloud to create and send a response. Using state machines to process events that prevent absolute chaos when executing complex business logic, the Salesforce IoT converts millions or billions of fine-grained events to a much smaller set of actionable, high-level business events.

In less than three months, and on a tight timeline, Magnet360 deployed a cross-cloud solution that helped Ecolab reduce the time it takes to manage the division's pipeline and share information among associates. The 96 percent adoption rate increased productivity and real-time collaboration across the teams.



Relationships Built on Results

Since 2011, Magnet360 has partnered with Ecolab on 85+ projects. Over this time we helped the company grow, gain, and retain clients over multiple releases of Customer Portal, Service Cloud, and Sales Cloud projects across five business units. We are the manufacturer's go-to Salesforce partner. In 2016, alone, more than 50 of our consultants worked on the team that we've built to support our relationship with the company.

When we build a relationship with a client, we work consistently and positively with them over the long-term to foster growth and keep them on competitive forefront. Magnet360's teams work diligently to build solutions based on our clients' needs, uniqueness, architecture, and business objectives. Our clients and product owners return to us because our collaborative, iterative solutions drive growth and success.

CONTACT US

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WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.