

## Large Manufacturer of Lawn & Garden Attachments



# eVerge – MANUFACTURING SUCCESS STORY

## Service, Sales & Experience Cloud – Implemented in 5 Months including integration, customer portal and reporting

### Salesforce Products



Sales Cloud



Service Cloud



Experience Cloud

### Company Information

An American manufacturer of lawn and garden attachments, specializing in lawn sweepers, spreaders and other products designed to help homeowners make their lawns beautiful.

### Why eVerge?

Over two decades of experience with CRM Implementations for Manufacturing

Integration and Customer Experience experts – creates functional and attractive user systems

### Business Challenge

- **Nonexistent CRM System** managed Sales and Customer Care with Outlook, Spreadsheets and Manual processes
- **No Internal Business Automation;** key business functions, managed via email and shared spreadsheets
- **Single Customer Care Channel with no 360 Degree view** Customers could only get support via phone
- **Manual Time-Intensive Reporting** ineffective ERP reporting, requiring daily manual data massaging and visually unappealing reports
- **Disparate Customer Data;** Swivel Chair - key customer data, such as product registrations, managed in separate, legacy systems

### Success Outcomes

- **Configured Sales, Service & Experience Cloud** – completed in 5 months – from scratch. All on Salesforce Lightning UI
- **Business Automation** with approvals, task creation and process builder – no more emailing files and updating shared documents required to run the business
- **Customer care Portal with Knowledge, Email to Case and Chat Bot** allows case deflection and internal team efficiencies
- **Salesforce Reporting and Dashboards** – along with ERP integration enables effective, advanced reporting on CRM, Forecasting and Inventory data – from Salesforce and external systems
- **Custom Salesforce solutions** for Product Registration and Missing Parts requests, allows quicker business response to customer care needs

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*“...I am truly amazed with what we have been able to accomplish in 4 months ... eVerge should get most of the credit for teaching us and making this such a success....”*

– Director of Global Sales



### Get in Touch



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