

Global  
Automotive  
Manufacturer



# eVerge – GO LIVE SUCCESS STORY

## eVerge Successfully Transforms Customer Service Experience for a Big Enterprise (1000+ users across six call centers)

 **Salesforce Products**



Sales  
Cloud



Service  
Cloud

### Company Information

Worldwide car manufacturer

European car manufacturer acquired two brands from the worldwide manufacturer

### Why eVerge?

Experience in migrating enterprises from CRM On Demand to Salesforce

Proprietary tools to accelerate these migrations

Track record in the automotive industry

### Business Challenge

- Acquiring company was determined to turn around newly acquired brands by **improving efficiencies and lowering costs to set the stage for future growth.**
- **Need to modernize sales and service business processes** for about 1,000 users across 6 call centers by moving them from CRM On Demand to Salesforce
- **Need to migrate extremely large and critical data sets – over 50 terabytes,** including 50 million accounts and 3 million file attachments, all spread across multiple applications and databases

### Success Outcomes

- **The project was successfully completed in less than 6 months,** ahead of key deadlines established by both firms as part of the divestiture.
- **Reduced Case Response and Resolution Times** by leveraging key Salesforce capabilities such as **Entitlements** for SLA management and **Salesforce Knowledge** by adding the knowledge base to agent workspace
- Over 50 Terabyte data migration and archival completed **error free and ahead of schedule**



*The new Salesforce platform is so intuitive and easy to use that our users said that training ‘wasn’t really needed.’ Furthermore, eVerge helped us deliver this massive project in 6 months, which is very impressive for such a large, global migration.”*

– CRM Leader, Campaign, Loyalty and Service Director



**Get in Touch**



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