

# Large Bearing Manufacturer



## eVerge – GO LIVE SUCCESS STORY Service, Sales & Pardot – Implemented in less than 4 Months for 150+ users

 **Salesforce Products**



Sales Cloud



Service Cloud



Sales Cloud Einstein



Pardot

### Company Information

Global manufacturer of metal-polymer bearings, engineered plastics bearings, and fiber reinforced composite bushings for Automotive, Aerospace and other High-Tech industries.

### Why eVerge?

Over two decades of experience with CRM Implementations for Manufacturing

Experience in migrating enterprises from Oracle platforms to Salesforce, including accelerators

### Business Challenge

- **Global Sales business** being run on Oracle Sales Cloud, with expiring contract
- **Oracle platform not keeping up** with business process and environmental changes; leading to low adoption
- **Customer Service Teams over three continents** managed with Outlook, Spreadsheets and Manual Processes, all with no phone integration
- **Lack of 360° view of customers** across Sales, Service, and Marketing users must swivel between Systems to get their data
- **Legacy B2B Marketing** system, without effective integrations with Sales CRM

### Success Outcomes

- **Configured Sales & Service Cloud, along with Pardot B2B Marketing** – completed in 4 months – ahead of Oracle Sales Cloud renewal
- **Salesforce Lightning UI**, advanced reporting and Einstein AI
- **SAP integrations** – allows Sales & Service users **Full View** of pertinent Customer data, product pricing and quoting without leaving Salesforce
- **Email to Case** with custom ‘Out of office’ forwarding
- Customer Support **CTI Phone Integration**, allowing instant screen pop of customer data and CRM history
- **B2B Marketing Automation** with lead creation and nurturing using Pardot and Sales Cloud

“eVerge team has been a pleasure to work with and I am immensely satisfied with the delivered product. The Service platform is going to be a huge win for our support teams with modern capabilities like CTI and real time integration with SAP”  
– Vice President, Strategy, Marketing & Sales Operations

### Get in Touch



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