Your Salesforce Service Provider for the Manufacturing Industry
Digitalized Processes for Excellent Customer Service

Digitalization is not just a buzz word for us. We will digitalize your business processes and in doing so, make the customer the focal point. Using the Salesforce cloud solution, we have helped dozens of industrial companies align their business with the customer and gain efficiency. Companies in the manufacturing industry such as Mikron, Sika, Teupen and Hüppe rely on our expertise. We create integrated, clear processes along the entire value creation chain: from marketing, via sales and product delivery, to customer service, ensuring better customer retention. Through more efficient processes, the capacity for further innovation is also released.
Below is a selection of the processes that we have already succeeded in digitalizing for our customers

**Marketing**

- Central control and evaluation of digital marketing and multi-channel campaigns
- Segmentation of target groups for measures specific to them (e.g. newsletter)
- Display of current product information and availability on the web thanks to e-shop integration
- Distribution of newsletters including click analysis
- Nurturing and qualification of leads to prepare for purchase
- Integrated processes for transferring marketing qualified leads to sales

**Sales**

- Sales management: More efficient field sales staff through structured visit planning and integrated reporting (including on the move)
- Contact & account management: 360° view of the customer, including order history, complaints and open invoices
- Tailor-made application for mobile devices for field sales staff can be created quickly with Salesforce
- Overview of available products and delivery times in real time
- Transparency in the work of your sales team
- Integration of ERP systems facilitates an integrated order process, from input into Salesforce through to release and invoicing in the ERP system
- Error-free and efficient price calculation and quotations (CPQ) with no media discontinuities
- Complex opportunity management with multiple phases that are transparent and clearly mappable, including activities and responsibilities

**Product Delivery & Service Performance**

- Efficient, integrated collaboration between field sales and the sales back-office
- Clear, integrated working processes, and meaningful forecasts thanks to integration of ERP and other systems
- Logistics: real-time view of delivery status
- Resource planning: transparent real-time insight into opportunities
- Connected products & the Internet of Things: Customer portals with device data can be created efficiently

**Customer service**

- Complete view of customer data, including installed devices/machines, service status, service level agreements (SLAs), warranty periods, orders, etc
- Field sales scheduling
- Order tool for spare parts and consumables
- Transparent, comprehensible processes for customer procedures such as enquiries or complaints
- Database with prepared answer templates for recurring customer enquiries
We work with you to analyse your existing processes, define core processes, and map them digitally with Salesforce software. All data is written directly to the customer base, providing everyone involved with access to all relevant information. This creates efficient, clear procedures around the customer. As Salesforce is a cloud solution, the data is accessible anywhere — including on mobile end devices. Work processes can be organised more efficiently. At the same time, management has access to detailed, up-to-date business data for forecasts and important business decisions.

In the age of Industry 4.0, not only do devices and products communicate intelligently with one another, but production logistics is also changing. The entire value creation chain from logistics through production, marketing and sales to service is being networked. Business processes are being automated to boost productivity and efficiency. We support companies in creating these automated end-to-end processes in the form of customer portals; for example, in which users can check their operating data in real time. Contact us and find out how you, too, can make your company more efficient and simultaneously increase customer retention.

Case Study

Teupen Maschinenbau GmbH — a leading manufacturer of lifting platforms, has opted for Salesforce and PARX. PARX set up the Salesforce Sales Cloud, the Service Cloud, marketing functions and a customer community. Integrated sales processes were put in place with Salesforce. Customer classification and account planning allow strategic development of customers. A product configurator helps in drawing up quotations and promotes upselling and cross-selling. The work of Customer Service has also been made easier: all the machines and components supplied to the customer, together with the related manuals and certificates, are visible at a glance in Salesforce. This information is also available to the customer at any time via the customer portal. The multi-stage service process, from the sales office to the field service technician, gains significantly in efficiency thanks to Salesforce.

Beda Weibel
CEO of LK Luftqualität AG

“The introduction of Salesforce was a crucial milestone on the road to growth for our company. In addition to selling our systems, we can offer our customers a comprehensive view of their air quality data in real time. The support of PARX was essential from conception to implementation.”
References

The Leading Salesforce Experts in Switzerland, Germany and France

- We focus 100% on Salesforce
- 110 experts
- 260 Salesforce certifications
- 15 years on the market as Salesforce experts, over 1000 projects delivered
- The high quality of our service secures your investment in Salesforce

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers’ business; enterprises and software product companies with software at the core of their digital transformation.

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