

Disrupting customer service for global lighting manufacturers

Transforming the future of German multi-national using Salesforce



Client overview

The client is a multinational lighting manufacturer headquartered in Germany and operating in over 100+ countries. HCLTech helped the client drive digital transformation initiatives with Salesforce.

Challenges and goals



Lack of 360-degree view of customer information for customer service team



Absence of a well-defined system to track KPIs



Introducing new modules in Sales cloud and implementing country specific cloud craze requirement to complete the Europe roll out



Aiming to extend the Europe roll out of Salesforce Sales Cloud and B2B commerce to APAC region to make it a global Salesforce instance



Enhancing customer experience by adding features whilst reducing page load time on B2B commerce



HCLTech's solution

B2B Commerce Cloud

- Architect and design change recommendation and implementation to improve performance on Salesforce B2B commerce cloud (formerly CloudCraze)
- Setup CDN to improve user experience for B2B ecommerce

Sales and Service Cloud

- Set up modules such as lead, quote etc. to improve adoption of Sales cloud
- Engaged with customers to define and implement Service Cloud
- Setup Service Cloud for EMEA region with email2case, web2case, CTI, omni-channel, outlook integration

Marketing Cloud

- Marketing cloud consolidation to have single instance globally covering all business units
- Integration of Marketing cloud with Salesforce

CI/CD

- Process normalization to have uniform process of agile implementation across all tracks
- Mature deployment process using DevOps tools - Jira, GitLab, Jenkins
- Started testing automation with Tosca product

Outcome and impact



Improved and appealing UI using Salesforce Lightning



Revenue generation increased via the commerce platform from <5% to more than 20% monthly in one year



Improved user experience & setup of service stream from scratch



Delivered cost-effective results by sourcing majority of implementation from offshore



Automated deployments and minimized human error



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