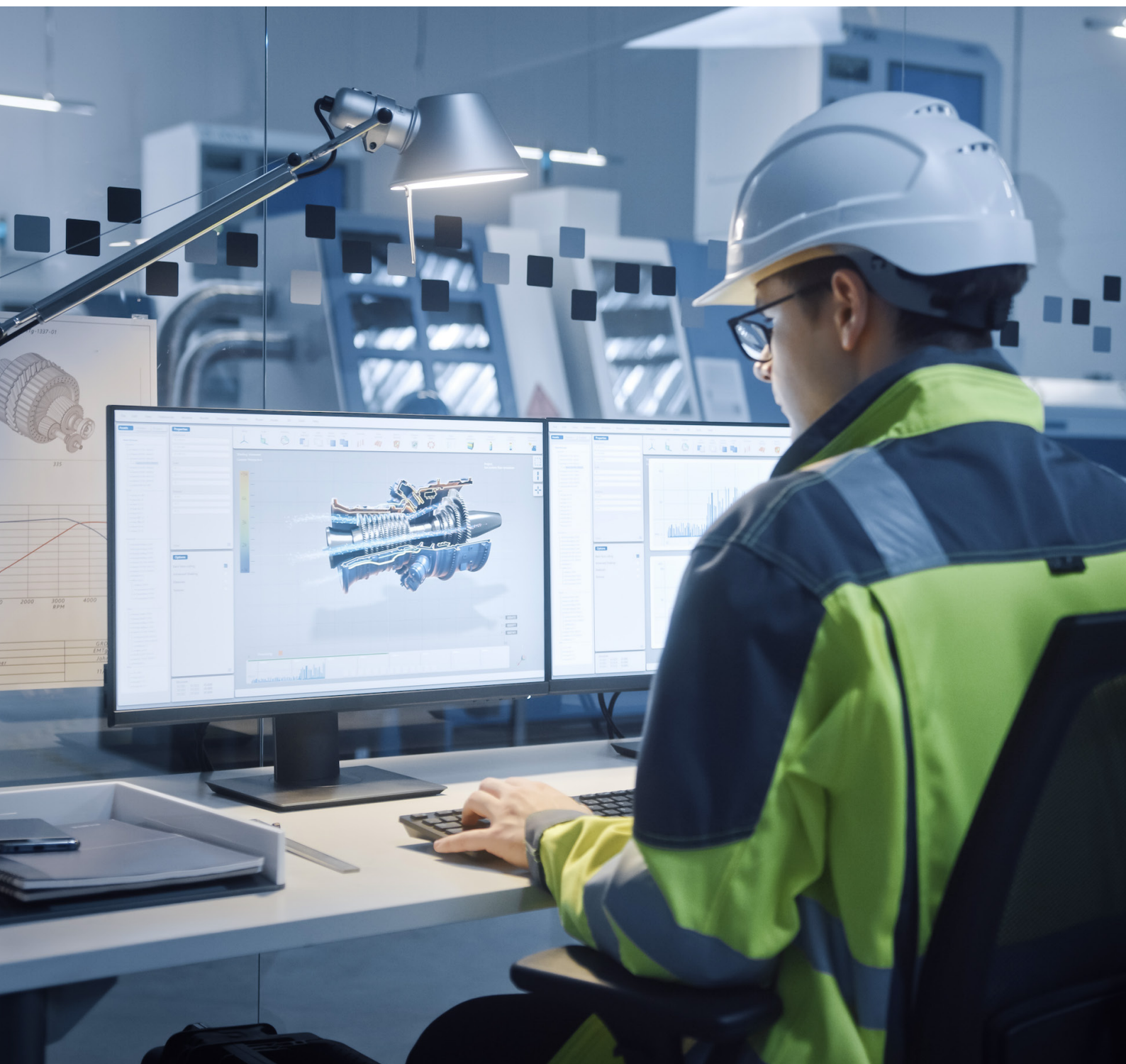


# Enabling future-ready **manufacturing** through Technology Stack

Re-invention using the Salesforce Cloud platform for an  
American manufacturer



Our client is a leading American corporation that designs, manufactures, and distributes engines, filtration, and power-generation products in approximately 190 countries.



## The Objective:

The client was looking to maximize sales opportunities via a structured sales process and get a 360-degree view of the customer. They wanted to have centralized systems which would eliminate the delay in real-time access for warranty and claims. In totality, they were looking to collaborate with a partner who could help them transform their overall customer experience.



## The Challenge:

The client was facing numerous challenges in their operations. One of the key issues was the absence of a centralized application source for dealers and distributors, resulting in inconsistent approaches to the 'Diagnosis and Repair' of engines. Additionally, the lack of automated system operations, real-time visibility, and necessary integrations with internal systems and applications posed significant hurdles. Moreover, the absence of features such as auto-renewals, proration, co-terming, single invoicing, and self-registrations presented major obstacles to the client's operations. These challenges had a considerable impact on their overall efficiency and workflow. Furthermore, the client encountered problems with inaccurate event reporting due to varying data versions and faced invoicing inaccuracies resulting from the lack of integration with back-office systems.

## The Solution:

HCLTech engaged in the customer journey to cloud transformation and is the sole partner that is helping build the CRM Solution on Salesforce. We helped evaluate Salesforce as the cloud platform by delivering several POT on Salesforce products and provided consultation on various architectural considerations like Salesforce organization strategy and Salesforce governance.

### 1. Transformation using Salesforce Sales Cloud: better outcome, more revenue

- Configure and customize Salesforce Sales cloud functionality which includes Account & Contact Management, Opportunity Management, Products and Quote Management
- Integration with Customer Data Hub and Quote application to fetch quote details

## 2. Enabling B2B eCommerce through Salesforce Commerce Cloud

- Configure and customize the storefront built on Salesforce communities and integrating with several backend systems enabling the B2B and B2C purchase for distributors, dealers and fleets for the subscription-based online products

- Integration with Tax Compliance Applications like Vertex and CyberSource payment gateway (Bank of America)

- Configure or customize the CloudCraze components to align with business needs including Catalogue, Promotions, Products, Subscriptions, Order, Invoicing, Quotes, etc.

## 3. Service Management Transformation

- Architect, design development of state-of-the-art service app on Salesforce helping service providers connect to engines, troubleshoot thereby reducing service time

- Community cloud implementation of Salesforce customer community for access of dealers and distributors

- Integrations recommend, design and build new/change existing interfaces with telematics, engines (via USB mobile), knowledgebase, warranty, compliance other legacy systems

- Global support: Provide 16 X 5 support to all distributors and dealers that use the service application

### The Impact:

HCLTech solutions helped client with a scalable architecture which transformed the customer experience and increased sales. A boost in working excellence was observed from 'Salesforce CoE'. The responsive support resulted in a **15% reduction** in service time. We also developed an intuitive mobile UX that drives better customer engagement and saw CSAT improvement from **40% to 80%** through service transformation within a year.

