

# Unlock The **Full Power**

of Salesforce's Sales Cloud

Eclat enabled their customer to unlock the full power of Salesforce's Sales Cloud, enabling them to revamp the way they interact with their customers.



[www.eclatiss.com](http://www.eclatiss.com)



[info@eclatiss.com](mailto:info@eclatiss.com)



281-277-0567





## Client Profile

Customer is an authoritative and highly esteemed player in the import, marketing, & sales of equipment and spare parts. They provide superior services across multiple industries including infrastructure, transportation, energy production, water systems, manufacturing processes and auto-mechanics.

## Challenges

1

This company was struggling to succeed due to their blind spot in customer data - they were limited by a lack of technical infrastructure and had no way of keeping track of crucial information.

2

Despite the lack of management at their level, customers were still unable to build trust and cultivate relationships with those they interacted with. As a result, an isolated view was all that existed - one focused purely on point-of-sale transactions without any effort made towards strengthening customer loyalty.

3

Our previous system had no method of gauging customer satisfaction or recording relationship progress. As a result, our ability to build strong relationships with customers was hindered.



# Solution



## Maximize the Effectiveness

Our goal was to craft comprehensive processes that would maximize the effectiveness of our Salesforce platform, rather than trying to retrofit an existing CRM around inefficient approaches.



## Simplify Sales and Service Operations

Client has made significant strides within its sales and service operations, integrating Sales Cloud and Service Cloud along with a CPQ solution for streamlined price quotes. The leads-funnel team is now in place to populate lead pools and nurture them through campaigns, customer surveys, as well as complex processes/approvals.

# Benefits



## Innovative Tools and Features

Our business is primed for success with quick launch capabilities of innovative tools and features. Our pipeline boosts customer satisfaction, utilizing Salesforce's Marketing Cloud, Field Service Lightning and Field Service Management tool to accurately track orders, manage SLAs and beyond!

## Implementation of a Unified Interface

The customer experience has been greatly improved thanks to the implementation of a unified interface. This allows end users access to comprehensive communication with ease and simplicity.



# Technologies



## Salesforce Marketing Cloud

Robust and comprehensive platform that provides the tools and features needed to create and deliver personalized, data-driven campaigns across multiple channels.



## Salesforce Pardot

A B2B marketing automation platform designed to simplify and automate the lead generation, nurturing, and scoring process.



## Salesforce Surveys

A tool for creating and sending customized surveys to gather customer feedback on a variety of topics.



## Salesforce Service Cloud

It includes features for managing customer cases, monitoring customer interactions, and providing tailored support.



## Lead Management

Track and manage leads generated through marketing campaigns.



## Salesforce CPQ

(Configure, Price, Quote) is a solution that can benefit both sales and marketing teams. Here's how:

- 1. Sales Teams:** Automating the creation of quotes and proposals.
- 2. Marketing Teams:** Salesforce CPQ can be integrated with marketing automation tools, such as Pardot, to help align sales and marketing efforts.