Learn why a world-renowned hardware manufacturer chose CriticalRiver and their team of experts to implement Salesforce Community Cloud. This digital transformation resulted in streamlined sales processes, improved revenue tracking, reduced revenue losses, and accelerated growth for the customer.

The Customer

Our customer (a Venture Capital funded manufacturing company based out of California) which provides data storage, data backup, and data protection products was facing various challenges. As a result, they turned to CriticalRiver to overcome those challenges and support the digital transformation of their organization.

The Challenge

As a leader in design, manufacturing, and deployment of state-of-the-art hardware infrastructure; they were scaling at a rapid pace and needed to meet customer demands. With such growth and demands came several challenges related to customers, partners and distributors processes. By partnering with CriticalRiver, they were able to meet demand and overcome the following challenges:

- Business process gaps between customer, partners, and distributors
- Inadequate systems to track partner activities
- Inefficient systems to track products sold by partners and distributors
- Lack of visibility into channels sales
- Lack of insight into partners and distributors performance

The Solution

By partnering with CriticalRiver, our customer was able to:

- Implement Salesforce Partner Community Cloud bringing sales, partners, and distributors on one common platform
- Conduct end-to-end business process analysis and evaluation which identified gaps in the systems
- Connect Business integration capabilities which enabled end-users (customers, employees and partners) to be connected all in one place
- Support sales efforts as internal sales teams got a 360-degree view of partners, distributors, and re-sellers to process approvals quickly
- Integrate Cloud analytics to assist in real-time status tracking of all customers activities
- Enable visibility into partners and distributors inventory
- Provide ease of information - data and information access on mobile devices increased engagement levels and productivity
- Enhance reporting and analytics capabilities allowing the customer to make informed decisions in terms of partners, distributors performance

Winning with CriticalRiver

Not only did this digital transformation help our customer automate/streamline sales, partner and distributor processes; it also played a key factor in the acquisition by a Fortune 500 company. With the help of CriticalRiver our customer:

- Automated engagements between internal and external teams creating a seamless environment
- Reduced (38%) customer care calls due to a significant increase in online engagement between all stakeholders
- Increased productivity - Self-service capabilities helped customers adopt a user-friendly digital experience allowing service agents time to focus on productive work
- Simplified tracking, analysis, and reporting with a robust analytics cloud
- Enabled transparency and accountability due to visibility into partner transactions
- Improved efficiency, empowered users, increased productivity and enhanced brand digital experience with a 360-degree view of all engagements

Industry: Manufacturing

Customer:

The customer is a renowned name in the design, manufacturing, and deployment of state-of-the-art hardware infrastructure needed to deliver SaaS-based solutions.

Products: Data Storage, Data Backup and Data Protection

Solution Component

- Salesforce Community Cloud

salesforce **silver consulting partner**

salesforce **community cloud**