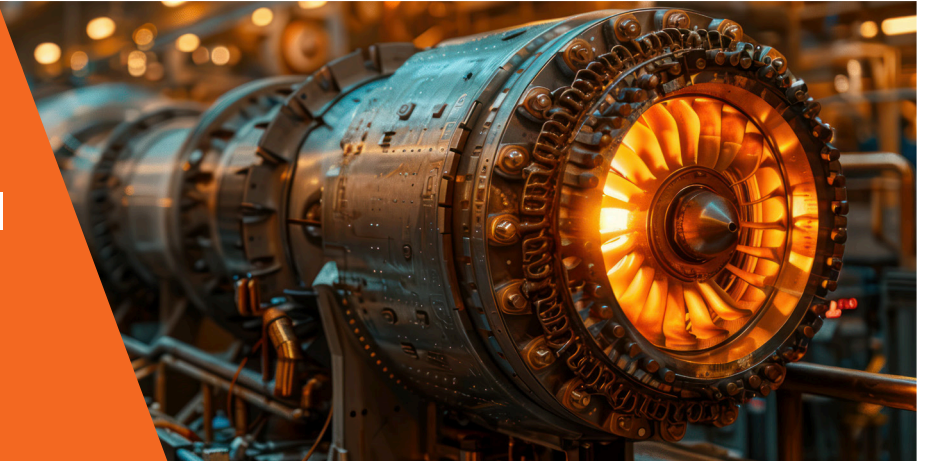


CriticalRiver Unlocks Operational Efficiency for a Global Steam Turbine Manufacturer with Salesforce



The Customer

A global leader in steam turbine manufacturing, serving customers across power generation, oil and gas, and industrial sectors. As its installed base grew worldwide, the company needed a unified platform to manage customer assets, service operations, and sales processes with full visibility and accuracy.

The Challenge

As the company scaled across geographies, several operational gaps emerged:

- Multiple account records and data inconsistencies without a master customer record
- Disconnected sales and service functions limiting visibility and reporting
- Manual service tracking and work order management slowing operations
- No centralized system to track asset history or customer interactions
- Lost service requests, installation delays, and inaccurate asset records

The Solution

The company partnered with CriticalRiver to implement Salesforce Service Cloud, Sales Cloud, and Field Service Lightning, building toward an Asset 360 view of turbines and customer relationships. The solution:

- Unified account management and case tracking through Service Cloud
- Automated work order creation from SAP requests
- Streamlined sales operations with improved account governance through Sales Cloud
- Enabled asset ownership visibility across sales and service teams
- Equipped field engineers with mobile tools, protocol management, and digital signatures
- Built Asset 360 for a complete view of turbines and service history

The Results

- Eliminated manual service tracking with automated workflows
- Consolidated accounts and reduced duplicate records
- Strengthened asset ownership accuracy across the install base
- Improved visibility into service history and reduced installation delays
- Enhanced field engineer productivity through mobile-first execution

The Conclusion

Through CriticalRiver's Salesforce implementation, this global steam turbine manufacturer moved from fragmented systems and manual workflows to a fully integrated, data-driven approach across sales, service, and assets. With Asset 360 in place, the company now operates with real-time turbine tracking, sharper reporting, and a seamless link between commercial and field teams, positioning the business for sustained growth and stronger customer engagement.

Impact Delivered

- Asset 360 view across turbines and customer relationships
- Automated work order creation from SAP requests
- Unified sales and service operations

Solution Components

Salesforce Service Cloud, Sales Cloud, Field Service Lightning, Asset 360, SAP Integration