

The **Hunley** Group



# SUCCESS STORIES

## Building Products

# Overcoming Sales Rep Challenges in Wood Product Manufacturing



Manufacturing Cloud



Account Engagement



CRM Analytics

## Challenge

A wood products manufacturing company was encountering the following challenges:

- Heavy reliance on "black book" sales methods.
- Aligning sales teams with best practices.
- Providing management with oversight.

## Solution

Hunley implemented the following solution:

- A best-in-class sales & marketing buildout with consistent measurement.
- Integration to JD Edwards with Analytics.

## Results

The following results were achieved:

- Improved sales team efficiency and accountability.
- Provided management with real-time analytics for informed decision-making.

***"Salesforce has given us an essential tool to help transform a legacy sales force into the high impact team that is our vision."***

SVP of Sales & Marketing

# Commercial Refrigeration Supplier: From Sticky Notes to Efficient Case Management



Service Cloud



Mulesoft

## Challenge

## Solution

## Results

A commercial refrigerator supplier was facing challenges with:

- Dissatisfied Customers.
- Sales representatives lacking product knowledge, leading to missed sales opportunities.
- Customer Service was tracking inquiries with yellow stickies which caused delays and inefficiencies.

Hunley presented and implemented the following solution:

- Call center case management with integration to SAP sales data.
- Implementation of MuleSoft and Service Cloud.

With the implementation of MuleSoft and Service Cloud, the following results were achieved:

- Enhanced customer satisfaction with streamlined case management.
- Improved sales performance through SAP integration for informed sales reps.
- Efficient customer service operations, replacing sticky notes with Service Cloud.

***“Salesforce has given us an essential tool to help transform a legacy sales force into the high impact team that is our vision.”***

SVP of Sales & Marketing



# Loyalty Rewired: Mobile App for Composite Building Materials Firm



Experience Cloud

## Challenge

A renowned outdoor living and building materials firm was seeking to build more loyalty with a highly mobile customer base.

The **Hunley** Group

## Solution

To meet their objectives, Hunley recognized the necessity of a mobile app to foster customer loyalty. Loyalty programs were integrated into the platform and surfaced through the mobile Community.

## Results

The following results were achieved:

- Over 10,000 logins per month.
- Enhanced customer loyalty with mobile app integration.
- Strengthened engagement with loyalty programs.

***“We’ve gotten to 10,000 logins per month!”***

Salesforce Administrator



***“Great experience running this project through their professional services model, great communication and we met our deadline. Two thumbs up!”***

**– Salesforce Admin**



