

The**Hunley**Group



SUCCESS STORIES

Building Products

Modernizing Sales Processes for a Forestry Products Manufacturer



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

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.

Solution

Hunley presented and implemented the following solution:

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

Results

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

Leading Electrical Wiring
Manufacturer
Makes Efficiency Leap With
Real-Time Quoting & Portal
Access for Distributors



Manufacturing Cloud



Account Engagement



Experience Cloud

Challenge

A manufacturer of electrical wires and cables for various applications faced significant challenges with their existing Legacy QAD CRM and portal, which were cumbersome and restrictive in nature.

- This hindered productivity and resulted in lower customer satisfaction (CSat) scores.
- Users found it difficult to navigate and efficiently utilize these systems, negatively impacting their workflow.

Solution

The Hunley Group presented and executed the following solution:

- A custom quoting solution integrated with their QAD ERP system which allowed access to commodity pricing and available inventory.
- Leveraging the Salesforce platform capabilities to streamline the quoting process, and provide users with efficient tools for generating accurate quotes.

Results

The following results were witnessed:

- The custom quoting solution led to significant improvements in productivity and satisfaction.
- Real-time access to critical data facilitated quicker and more accurate quote generation, enhancing sales process efficiency and improving customer experience.

“The Salesforce platform allowed us to build a quoting solution that actually meets our needs; we’ve gained huge productivity.”

Director of IT

Loyalty Rewired: Portal & Mobile App for Decking Products Manufacturer



Experience Cloud

Challenge

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

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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

Improved Account Forecasting for leading Spray Foam Insulation Manufacturer



Manufacturing Cloud

Challenge

A spray foam product manufacturer was lacking demand visibility for S&OP forecasting

Solution

Hunley identified and presented the following solutions to aid in their challenge:

- Integration of Manufacturing Cloud.
- Enhanced Rebate Management system.

Results

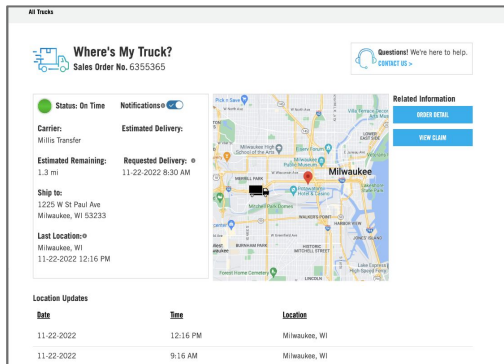
The following results were witnessed:

- Integration of Manufacturing Cloud streamlined account forecasting and optimized resource allocation.
- Rebate management processes were streamlined.

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

– Salesforce Admin

Fiberglass Insulation Leader Differentiates with portal Delivery Visibility



Experience Cloud

Challenge

An insulation products company was facing the following challenges:

- A lack of differentiation in a competitive market.
- Customers needed delivery visibility.

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Solution

Hunley implemented the following solution:

- Transportation Management System (TMS) integration for delivery info retrieval.

Results

They can now efficiently deliver information via a Community platform, offering customers improved visibility into delivery logistics.

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

Salesforce Admin

Building Envelope Products Firm Increases Customer Traffic with Dealer Locator



Account Engagement



Sales Cloud

Challenge

A renowned outdoor living and building materials firm sought a reliable solution to guide homeowners through the process of obtaining accurate quotes and purchasing materials for their projects.

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Solution

Hunley enacted the following solution:

- Integration of Hunley's Contractor/Dealer Locator to power their website.
- Development of a mobile application.



Results

The following results were achieved:

- Increased customer traffic.
- Enhanced accuracy and dynamic management.
- Praised by Marketing Manager.

This is so much more accurate and dynamic to manage than a siloed database on our website

Marketing Manager

Leading Cabinetry Manufacturer Drops Home-Grown System and Gains Major Efficiency



Manufacturing Cloud



Field Service

Challenge

One of the three largest cabinet manufacturers in the country, was facing the following challenges with:

- Differentiating services with an outdated CRM.
- Previous CRM lacked cohesion, hindering sales and service efforts.
- Managing multiple solutions led to complexity and inefficiency.

Solution

Hunley enacted the following solution:

- Implementation of Manufacturing Cloud and Field Service.
- Executed Wave 1 of Project T., introducing a CRM infrastructure across all sales channels to replace their home-grown solution.

Results

The following results were achieved:

- Replaced disparate, home-grown systems with Salesforce.
- Implemented Project T. Wave 1 for unified CRM across sales channels.
- Positioned operations for sustained growth and competitiveness.

"Salesforce has empowered our organization, bringing to life our vision of a Digital Enterprise."

Market-leading Cabinetry
Manufacturer Gains Real-time
360° Customer Visibility with
CRM Analytics & Mulesoft



CRM Analytics



Mulesoft

Challenge

Solution

Results

One of the three largest cabinet manufacturers in the country, was facing the following challenges:

- They ran their sales operations on spreadsheets and emails.
- Current CRM only had non-interactive charts.
- There were many channels that required different needs that were not being met.

Hunley implemented the following solution:

- Integrated data from two ERP systems using Mulesoft.
- Implementation of a flexible budget management features.
- Implementation of CRM Analytics

The following results were achieved:

- Deployed a robust reporting system for real-time sales and budget tracking.
- Improved visibility into sales and budgets.
- Enhanced flexibility in budget management.

"The Salesforce Analytics platform is putting dynamic and flexible visibility to sales and quoting data into the hands of our sales teams; we see that allowing us to make more money almost immediately."