



Roofing Success Stories Hunley

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Building Envelope Products Conglomerate Drives Sales Through Cross-Selling Structure



Service Cloud



Sales Cloud



Experience Cloud



Pardot

Challenge

One of the largest roofing coatings, adhesives, and sealants companies in North America was facing significant challenges:

- They were undergoing numerous acquisitions.
- The company lacked effective cross-selling sales processes.

Solution

Hunley suggested and implemented the following solutions to address these challenges:

- Implemented Sales Cloud, Service Cloud, Experience Cloud, and Pardot.
- Developed a cross-selling structure to improve visibility and collaboration across teams.
- Provided comprehensive training to sales teams on the newly integrated products and services from acquired companies.

Results

These solutions led to the following positive outcomes:

- Enhanced communication and collaboration across the acquisition process.
- Increased cross-selling opportunities due to improved visibility and customer data integration.
- Streamlined sales processes and better alignment with customer needs, leading to higher sales and revenue growth.

Leading Roofing Provider Precisely Generates Quotes & Increases Worker Productivity



Sales Cloud + CPQ



Mulesoft

Challenge

A leading provider of roofing solutions, including high-performance roofing materials and systems, for residential, commercial, and industrial applications, faced challenges with:

- Effectively selling complex roofing products through a distributor network using partner experience.

Another Salesforce partner implemented CPQ and Hunley was brought in to optimize and enhance.

Solution

The Hunley Group's proposed solution included:

- Sales Cloud integration for Opportunity Management, CPQ, Advanced Approvals, and Order Management.
- A customized Partner Experience Community for managing opportunities with rep firms.
- Mulesoft revamp to ensure reliable bidirectional communication with SAP for quotes and orders.

Results

The implementation of this solution yielded the following outcomes:

- Real-time access to critical data, enabling precise quote generation.
- Increased productivity and satisfaction among users.
- Transitioned from SAP WebUI to a unified user experience for quote and order management.

Commercial Roofing Products Mfr Accelerates Customer Response Time & Forecasting



Sales Cloud



Pardot

Challenge

A firm providing complete roofing solutions, including high-performance membranes, insulation, coatings, sealants, and repair products for commercial applications was encountered the following challenges:

- Collaboration on complex Opportunity Sales Cycles and communicating the impact on future production.
- Different business processes were required for the company's two divisions.
- Tracking leads from website form fills was inefficient.
- The solution needed to meet strict ITAR document sharing restrictions.



Solution

After careful consideration of requirements, Hunley moved forward with the following solution:

- Implementation of Sales Cloud with a custom build for generating Pipeline records.
- Integration of website leads into Salesforce for faster responses.
- Establish a secure document access through SharePoint.

Results

The following results were achieved:

- Improved collaboration and tracking of Opportunities and Sales Cycle.
- Enhanced prediction of future manufacturing requirements.
- Accelerated response times to customer inquiries.
- Ensured ITAR compliance for document sharing.

"Salesforce has given us all-new visibility to the pipeline across the organization, plus introduced collaborative efficiency to our opportunity and lead management."

- Sales Operations Manager

Customized Roofing and Fenestration Systems Company Gains Control of Their Sales Pipeline



Sales Cloud



Maps

Challenge

A firm specialized in designing and manufacturing custom-engineered roofing and windows was running into the following challenges:

- Lack of sales pipeline visibility.
- Inefficient territory management and sales route planning leading to lost opportunities.

Solution

Hunley presented and implemented the following solutions:

- Sales Cloud: Enhanced sales process management and provided comprehensive pipeline visibility.
- Salesforce Maps: Enabled efficient territory management and optimized sales routes.

ACV \$28,000

Results

The results included:

- Greater sales pipeline visibility, facilitating better forecasting.
- More effective territory management and optimized sales routes, boosting sales team productivity.
- More efficient sales processes, leading to higher conversion rates.

“The Hunley group is very knowledgeable about their industries as well as Salesforce. This made the implementation of Salesforce at our company very efficient and effective.”

-Director of Sales

Metal Roofing Manufacturer Gains Process Visibility & Time-Saving Automation



Service Cloud



Sales Cloud



Maps

Challenge

A roofing manufacturer and supplier of high-quality metal roofing and siding products for residential, commercial, and agricultural applications was running into the following challenges:

- All data was located in their homegrown ERP system, which lacked visibility and easy navigation for their teams.
- Reporting and rolling up data to stakeholders proved challenging.
- Their processes were not automated, resulting in lost time.

Solution

Hunley suggested and implemented the following solutions:

- Implemented Salesforce Maps to assign territories to the sales team.
- Implemented Service Cloud, utilizing the use case object and service dialer to manage order and sample requests.
- Integrated a connector to gather ERP data and move it into Salesforce.
- Improved the claims process to provide better visibility into raw materials.

Results

The following results were witnessed:

- Enhanced territory management and sales team assignments.
- Improved customer service response times.
- Better data visibility and navigation, allowing for more efficient reporting to stakeholders.
- Reduced manual efforts through task automation.
- More accurate inventory management and forecasting.

Roofing Company Integrates Systems, Gains Accurate Pricing, Reliable Order Processing & More



Sales Cloud + CPQ

Challenge

A roofing company specializing in sealants and waterproofing for buildings, stadiums, garages, homes, hospitals, and high-rises needed to optimize its mobile workforce operations for better scheduling, dispatching, and real-time tracking.

Solution

Hunley suggested and implemented the following solutions:

- Salesforce Sales Cloud integrated with, SAP, and their Specification system.
- CPQ used to create Quotes with accurate pricing from SAP.
- Mobile capabilities for uploading Quote Lines from CSV and accessing project information and Quotes.

Results

The following results were witnessed:

- Eliminated a system for tracking project information, reducing technical debt.
- Improved operational efficiency by integrating remaining systems.
- Ensured accurate pricing and reliable order processing with built-in controls.
- Increased productivity and flexibility with a unified system for desktop and mobile access.