



SUCCESS STORIES

Building Products

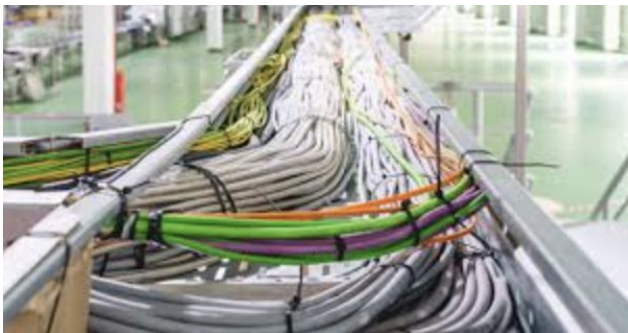
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Salesforce
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CLARK™
WIRE & CABLE



Executing a Create and Close in 9 Days for Wire and Cable Company



Agentforce
Sales



Marketing
Cloud

ACV \$21,000

Challenge

Clark Wire & Cable struggled with disconnected systems that slowed sales and limited visibility, and Hunley led a create-and-close deal to help them move forward quickly.

- Aging CRM and siloed sales and marketing tools
- Heavy reliance on email and manual processes
- Limited pipeline visibility and confidence in lead quality
- No consistent way to manage consultant and integrator relationships



thehunleygroup.com

Solution

Hunley led a focused sales motion that aligned Clark on scope, value, and outcomes from day one.

- Implemented Salesforce as the core platform
- Connected sales and marketing using Sales Cloud and Marketing Cloud Account Engagement
- Established lead scoring, grading, and handoffs
- Delivered clear reporting for sales teams and leadership

Looking Ahead

With Salesforce in place, Clark is set up to support how their teams sell, collaborate, and grow.

- Sales teams can manage accounts, leads, and opportunities in one system
- Marketing can prioritize and route leads with greater consistency
- Leadership gains clearer pipeline and activity visibility
- Teams rely less on email and manual tracking
- The platform supports expansion as Clark's needs evolve



Overcoming Sales Rep Challenges in Wood Product Manufacturing



Manufacturing Cloud



Account Engagement



CRM Analytics

Challenge

Solution

Results

Roseburg, 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.

Hunley implemented the following solution:

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

ACV: \$200,000

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



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



Service Cloud



Mulesoft

Challenge

Heatcraft, 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.

ACV: \$180,000

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.

***“Hunley Group has been instrumental in helping
Salesforce expand our product footprint with
Lennox | Heatcraft”***

Ryan Carroll, Account Director
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“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

Service Wire, 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.

ACV: \$318,000

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."

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Experience Cloud

Challenge

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

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.

ACV: \$50,000

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
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Improved Account Forecasting with a Spray Foam Products Firm



Manufacturing Cloud

Challenge

Huntsman, 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.

ACV: \$75,000

Results

The following results were witnessed:

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

“Hunley Group identified the need, positioned Manufacturing Cloud right, and led the battle for the upgrade from Sales Cloud!”

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Sharon Sadowski, Account Director, Salesforce

***“Hunley Group identified the need,
positioned Manufacturing Cloud right,
and led the battle for the upgrade from
Sales Cloud!”***

Sharon Sadowski, Account Director, Salesforce



AMERICAN WOODMARK

Cabinet Manufacturer Drops Home-Grown System and Gains Major Efficiency



Manufacturing Cloud



Field Service

Challenge

American Woodmark, 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 Titan, introducing a CRM infrastructure across all sales channels to replace their home-grown solution.

ACV: \$1,320,000

Results

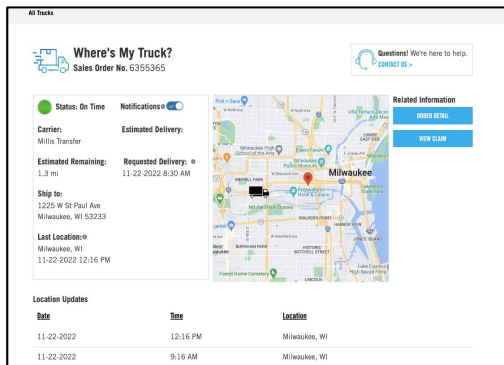
The following results were achieved:

- Replaced disparate, home-grown systems with Salesforce.
- Implemented Project Titan's 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."



Insulation Products Company Increases Customer Delivery Visibility



Experience Cloud

Challenge

Knauf, an insulation products company, was facing the following challenges:

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

Solution

Hunley implemented the following solution:

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

Results

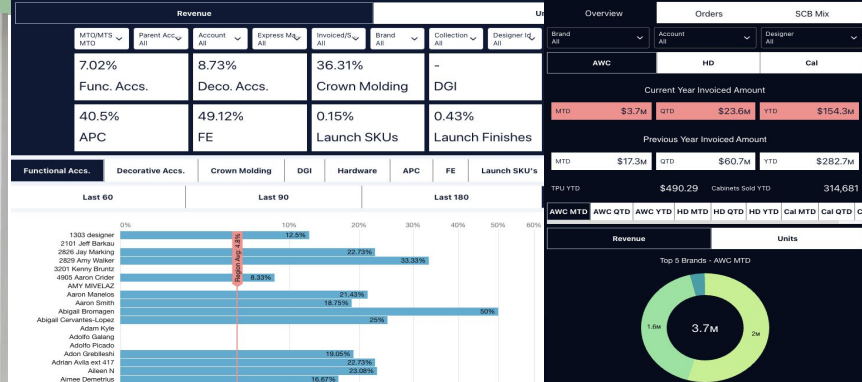
They can now efficiently deliver information via a Community platform, offering customers improved visibility into delivery logistics.

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

Tim Confran, Salesforce Admin
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AMERICAN WOODMARK



CRM Analytics



Mulesoft

Challenge

Solution

Results

American Woodmark, 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

ACV: \$300,000

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."



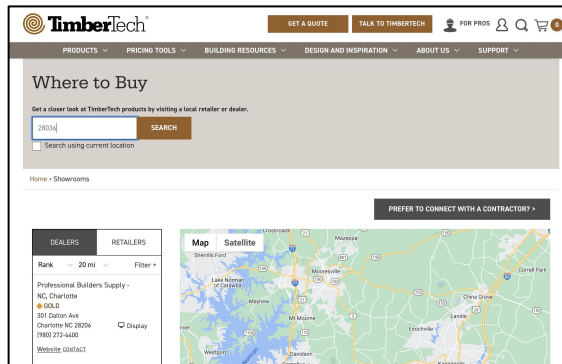
Outdoor Living Building Materials Firm Increases Customer Traffic with Dealer Locator



Account Engagement



Sales Cloud



Challenge

Azek, 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.

Solution

Hunley enacted the following solution:

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



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Results

The following results were achieved:

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

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