



Manufacturer and Distributor of Electrical Products

Robroy Industries – Verona, PA

CHALLENGES






Legacy system with lack of visibility between marketing and sales, data silos, sales processes not consistent across org, process scalability.

SOLUTION

Implemented Pardot, Sales Cloud and Salesforce CPQ with integration to custom ERP, to provide a flexible, scalable platform and standardized sales processes. Realize continued ROI through focus on continuous improvement and frequent, consistent future releases by Salesforce. Across multiple divisions.

ROADMAP

Manufacturing Cloud with Rebate Management. Expanded Service Cloud functionality, Org-wide work queue management and reporting. Tableau CRM analytics and dashboards.

-  Sales Cloud
-  Marketing Cloud
-  Integration
-  Manufacturing Cloud
-  CPQ

Use Cases

- Unified Marketing and Sales
- Sales Channel Analysis
- Consistent Sales Process and Pricing
- Account-based Marketing
- System Integration
- Customer Service Management

