

Case study

Enabling Salesforce Ecosystem Resiliency through Next-gen Managed Services for Global Industrial Manufacturer

Client

The client is a US-based multinational heating, ventilation & air conditioning (HVAC), refrigeration, and fire and security equipment corporation.



Challenges

Our client had a complex and disparate Salesforce ecosystem inherited from a series of mergers and acquisitions across the globe. Each business insisted on its own processes, limiting collaboration and global visibility. Furthermore, managing disparate applications and processes was challenging and costly. This impacted time-to-market and customer experience across sales and services business.

LTIMindtree Solution

LTIMindtree transitioned the client's Salesforce support to a next-generation managed service model. The model established a centralized governance structure focusing on SLA improvements, and opportunities for TCO reduction, bringing in synergies across different geographies.

The client established a Customer Experience Center of Excellence (CX-CoE) to introduce design best practices across different business units. We worked with Cx-CoE to enhance design best practices for release management, development, and support activities. This team worked closely with the business stakeholders to identify whitespaces and develop solutions to improve revenue and customer experience. At the same time, the team is responsible for ensuring both stability of the vast Salesforce application landscape, as well as ongoing simplification of the environments.





Some of the initiatives included:



Harmonization of lead-to-cash process and deployment of deeply integrated quoting solutions to drive sales effectiveness.



Streamlining of service process enabling Customer 360 view and self-service channel.



Automation of sales and service activities by integrating and orchestrating digital processes between Salesforce and SAP.



Developing Salesforce-based solutions to manage Salesforce license utilization and platform monitoring.

Business Benefits

Improved service agreement
retention by

15%

Decrease technical debt by

40%

Improved sales process lifecycle by

20%

Decreased TCO by USD

**One
million**

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