

APPCENTRICA CUSTOMER SUCCESS STORY

Flaman Group

FLAMAN

Industry

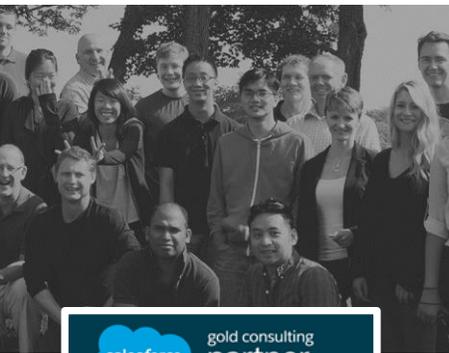
- Retail
- Agriculture

Project Outcomes

- Consistent sales process
- More accurate forecasting
- Less manual effort
- Improved lead follow-up

Solution Features

- Sales Cloud
- Salesforce Inbox
- Winward ERP integration



About AppCentrica

We've built our Salesforce practice one customer at a time based on quality and strong relationships. We deliver proven solutions for:

- Sales Cloud + CPQ
- Service Cloud + FSL
- Einstein Analytics
- Community Cloud
- MuleSoft
- Pardot
- B2B Commerce
- Heroku & Custom Lightning Development

About Flaman Group

Flaman Group of Companies is a family owned and operated company, which began operations in Southey, Saskatchewan in 1959. It is comprised of 5 divisions: Agriculture, Trailers, Rentals, Grain Systems and Parts & Hardware.

Challenge

Flaman Group faced several challenges that were impeding sales efficiency. The company lacked a formalized quoting process and individual reps did not have the tools or technology to systematically build quotes and lock in commitments from customers. This issue, coupled with tedious Excel reporting, made accurate forecasting extremely difficult for upper management.

In addition, Flaman did not possess a systematized lead follow-up process. Inbound lead assignment was done on paper and business inquiries were falling through the cracks. Similarly, the company relied on physical forms to transfer equipment between store locations and to assign value to new equipment.

Finally, Flaman's ERP system, Windward, was being used as an all-purpose CRM tool but it was not built for such a task and had consequently become inundated with invalid and out-of-date information.

Solution

AppCentrica implemented Sales Cloud and configured it to best suit Flaman Groups' needs. Conga Composer and Conga Sign were built out to support a formalized quoting system, as well as a discount approval process to ensure management had final sign off. Transfer request and trade appraisal forms were recreated in Salesforce enabling reps to easily access and forward them on the go. Similarly, Salesforce Inbox was rolled out to further empower the sales team and automate activity logging.

Outcomes

Sales Cloud has allowed Flaman Group to structure and automate a number of previously manual processes. Reps can now produce quotes and have forms signed directly within Salesforce via Conga. Lead assignment and activity logging has driven a greater sense of accountability among reps, and more structured follow-up protocols have been built out.

In addition, the team can now operate within a single system as ERP information is now readily available within Salesforce. Moreover, access to Sales Cloud mobile and Salesforce Inbox on-the-go has resulted in better activity logging and note taking. Finally, upper management has the visibility they need to better understand the effectiveness of their sales initiatives and can more accurately forecast.



"As the EVP at Flaman Group of Companies I am responsible for driving overall strategic planning and execution of our business, which is focused on agricultural equipment, trailers, grain cleaning and handling, trailer/equipment rentals and is headquartered in Western Canada. We adopted Salesforce Sales Cloud and Pardot Pro to drive an aggressive growth strategy and I selected AppCentrica as our implementation partner. AppCentrica's team, especially Donna, Pavan and Medardo, were fantastic to work with and showed us that they are a true partner. We now have a solution for 50 users, which is integrated with our ERP, and which allows for us to create quotes using Conga and capture leads via Pardot forms on our website. We are seeing results already. I would highly recommend AppCentrica."



Steve Whittington

Executive Vice President,
Flaman Group