

APPCENTRICA CUSTOMER SUCCESS STORY

Peel Plastics



Industry

- Manufacturing

Project Outcomes

- Improved account visibility
- Less manual effort
- Forecasting

Solution Features

- Sales Cloud
- Salesforce Inbox
- Supported Oracle 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 Peel Plastics

Peel Plastic Products has been a proud recognized leader in flexible packaging solutions and process innovation for over 40 years. The company creates custom packaging solutions that are unique, industry relevant and brand specific.

Challenge

Peel Plastics faced several challenges that were impeding sales efficiency. The small sales team relied heavily on manual processes, informal collaboration, and spreadsheets for lead assignments and opportunity management.

Without an up-to-date source of centralized sales data, the management team had little visibility into opportunity progression and limited reporting capabilities. As such, there was concern that they would begin losing market share. In addition, to create better insight into sales results, Peel Plastics needed a way to view and report on data from their Oracle ERP system.

Solution

AppCentrica implemented Sales Cloud and assisted with an ERP integration. Account, contact & opportunity data was pulled from a variety of sources and consolidated within Salesforce. Account-based forecasting was setup for management, as well as functionality to track competitive activity. Additionally, reports and dashboards were built out for various members of the management team, based on their unique requirements. Finally, Salesforce Inbox, Lightning for Outlook and a custom lightning component to manage quarterly check-ins with key clients were all configured.

Outcomes

The data consolidation that Sales Cloud provided has formalized Peel Plastics sales cycle. Record ownership and greater use of dashboards has created a greater sense of accountability. Sales reps no longer need to spend time wading through Excel documents and can focus on follow up. The ability to access Salesforce on the go and offline ensures reps always have the information they need to advance opportunities and the improved communication capabilities of Chatter and Salesforce Inbox have fostered greater collaboration amongst team members. Management can now monitor the sales pipeline and KPIs. In addition, they can better identify factors that attribute to deal closure and have insights into when a competitive scenario resulted in a lost deal.



"Thank you AppCentrica! When we first undertook the Salesforce project to improve pipeline management and sales efficiency, as the Business Development Manager, I was keen to ensure Salesforce would make a real difference here at Peel Plastics. With your help we have successfully deployed to our sales team. Shout out to Daniel, Donna, Medardo and the rest of the AppCentrica team for a very collaborative, well-structured engagement. The team was able to navigate our custom requirements in manufacturing well and proposed a number of unique solutions while respecting our budget."



Weijia Zhang

Business Development Manager, Peel Plastics