

Customer Success Story

CUSTOMER SIZE:

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INDUSTRY VERTICAL:

Retail

SALESFORCE PRODUCTS:

Sales Cloud (Custom)

Lightning, Mobile

Professional Edition Platform, Chatter

INTEGRATIONS:

Chatter

ENGAGEMENT LENGTH:

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Automation of critical sales processes for Railway Projects



C.C. Engineers Pvt. Ltd., an Indian SME established in 1987 and incorporated in 1991, specializes in designing, developing, supplying, installing, training, and maintaining products for training and human resource development. Renowned for technical prowess, punctual project delivery, and effective after-sales support.

Original Challenge

Modernize C.C. Engineers Pvt. Ltd's technology stack to overcome manual processes, improve sales pipeline management, and enhance customer interaction and maximizing organizational growth.

Outcome #1

Efficient Sales Operations: DynPro's holistic digital transformation solution streamlined C.C. Engineers Pvt. Ltd's sales pipeline management, leveraging Salesforce features for quote management, work orders, and opportunity tracking. This enabled the sales teams to create quotes in real-time and share essential documents seamlessly, leading to a significant reduction in quote creation and delivery time from several days to just a few minutes.

Outcome #2

Comprehensive Salesforce Adoption: With the implementation of Salesforce CRM features and the utilization of its desktop and mobile versions by all 15 sales representatives, C.C. Engineers Pvt. Ltd achieved 100% adoption of Salesforce CRM. This ensured that management had a 360-degree view of the sales process, allowing them to track, measure, and analyze the time, money, and resources spent on each customer acquisition.

Outcome #3

Improved order management via Salesforce integration reduced delivery time, enhancing customer satisfaction. Streamlined internal communication and sales processes offered full sales process visibility, empowering effective strategy adaptation and driving growth.