



A leading transportation services provider leverages DemandBlue's Salesforce implementation and automation expertise to bring efficiency to their business

The Hassett Express is a leading transportation and service provider headquartered in Illinois, USA. They utilize a variety of ground and air transportation modes, combining them with an international network of professional and knowledgeable agents to guarantee shipment of their clients' cargo anywhere in the world.

Challenges faced by the client

Client was using spreadsheets and some legacy apps to maintain a database of all their registered carriers. This database had data pertaining to which carrier specialized in which products and regions. When a customer approached the client for a shipment booking, based on the consignment, Hasset team would go through the spreadsheet to identify matching carriers and whether they operate in that particular destination. This was a complicated and time consuming process and prone to manual errors too. The Hasset booking team's efficiency was poor and when some error occurred due to wrong choice of carrier, it led to customer dissatisfaction. In a bid to improve productivity, efficiency, and customer satisfaction, Hasset was looking out for an application that would automate their entire business process.

Technology/Environment

Salesforce Visual Flow and data loader CLI

Our Solution

DemandBlue team met the client's operations team and understood their business process and pain points. To resolve their challenges, our team suggested implementing Salesforce. Using Salesforce implementation templates, team completed the implementation in quick time, created users, approvals, etc. Data from spreadsheet was meticulously de-duplicated and uploaded into Salesforce using data loader CLI. Then, we introduced automation solution by utilizing the advanced functionality "Visual Flows" of Salesforce Enterprise Edition. We also enabled users to accurately choose data from drop-down lists that have been culled from the most current information available.

Benefits

- The sales team was able to close 75% more deals than usual
- Process automation improved data accuracy and eradicated human error
- Records can be easily loaded or updated individually or in mass
- Propelled customer satisfaction level to a new high