"Our decision to work with BlackIron Group to help us implement Salesforce was definitely a good one. They have helped us each step of the way to understand Salesforce's multiple products, and to configure the tools to represent our unique business processes. While no one can predict the future, I believe we are well positioned to beat our competition and grow our business by putting our partners and our customers first. BlackIron Group and Salesforce are integral to that future."

- Peter Burnham, Vice President of Sales & Marketing at Hörmann

HOW WE HELPED HÖRMANN

"A good name must be earned." This was the philosophy August Hörmann, founder of Hörmann who started manufacturing steel doors in his metalworking shop back in the 1930s. Today, Hörmann is one of the world's leading door manufacturers and is a global leader in today's building components industry.

Business rapidly increased when Hörmann opened their first U.S. Office in 2002. In order to keep up with the demand while delivering the same level of quality and customer service their customers and partners expect, Hörmann knew that they would have to harness the right technology. So Hörmann made the decision to work with Salesforce and BlackIron Group.

BlackIron Group initially helped Hörmann deploy Sales Cloud and configure, price, quote (CPQ) software. These tools gave the internal team the ability to quickly create, modify, and manage quotes for their customers and their partner channel (over 200 strong).

Next, they re-imagined their Customer Support process, enabling Service Cloud and using Digital Engagement, Salesforce's Text-to-Case module. This allowed a relatively small service team of four people to handle up to 120 cases a day, which included troubleshooting issues with a sophisticated product, communicating potential solutions, and monitoring

HOW WE CAN HELP YOU

Using customer relationship management (CRM) in the manufacturing sector requires a system that meets your unique business needs. We can help your team find success on the Salesforce Cloud.

WHY YOU NEED SALESFORCE

Regular communication with your customers lets them know how much you value them and their business. Show them that you care by offering valuable information such as tips on how to use your products and services more effectively, event announcements, information on upcoming new products and expanded services, and special discounts on existing ones.

HOW SALESFORCE CAN HELP

Sales representatives can quickly create and manage quotes for partners and customers.

Call center agents can seamlessly handle the highly technical support process across multiple channels

"Salesforce and BlackIron Group provides our team with a tightly managed, yet simple quoting tool. With it, we can input complex door measurements, and Salesforce CPQ will automatically calculate pricing, recommend optional products and prepare a professional PDF quote in seconds."

Phone: 203.604.6765
Email: info@blackirongroup.com
40 Richards Ave, Norwalk, CT 06854
www.blackirongroup.com