



# Salesforce for Manufacturing

Move beyond the product and deliver personalized customer engagement at scale.

We are in the midst of a connectivity revolution that is fundamentally changing how manufacturers connect with their end customers. Manufacturers have the opportunity for their product to be the beginning of an ongoing relationship with the customer. A product portfolio is a starting point to deliver fully personalized customer experiences.

With the Salesforce Customer Success Platform, you can supercharge your sales, service, IT, and Internet of Things (IoT) organizations. That's why leading manufacturers like GE, Honeywell, StanleyBlack&Decker, KONE, General Motors, and Caterpillar have turned to Salesforce to help them go beyond the product and deliver personalized customer engagement at scale.

Salesforce helps manufacturers form, nurture, and grow customer relationships.

## Welcome to the Salesforce Customer Success Platform for Manufacturing



“Salesforce puts data into the context of the customer—and this is a complete game changer.”

GIULIO CAPOCACCIA | HEAD OF GROUP MARKETING & SALES, ABB



# The Salesforce Customer Success Platform for Manufacturing: Delivering Personalized Customer Engagement at Scale



Sales

## Accelerate Deals from Inquire to Order

Salesforce helps you supercharge sales teams and channel partners with a 360-degree view of your customer to address their complex solution needs in real-time. Enable sales teams on-the-go with Salesforce1 mobile functionality so that every rep can connect with the right buyer and win deals. And with Salesforce Communities, bring experts together and allow employees, partners, and distributors to collaborate globally in real-time to close deals faster.

With Salesforce Quote-to-Cash, take advantage of configure, price, quote (CPQ) and billing automation to empower the front office to quickly configure the right solution for each customer, simplifying and accelerating complex sales processes.

+44%

more sales productivity

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Service

## Deliver Intelligent Service Everywhere

Salesforce helps you resolve issues quickly with proactive, 1-to-1 customer service, minimizing product downtime. Provide intelligent, personalized service with instant access to critical contracts, entitlement data, and knowledge bases in one centralized location. And with omni-channel support, service reps can engage customers in real-time by phone, email, live chat, and more.

Field Service Lightning streamlines mobile field technician operations, helping manufacturers anticipate and exceed customer expectations by delivering responsive, intelligent, and predictive service.

+29%

greater customer satisfaction

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IT

## Build Operational Agility with Connected Apps

Salesforce helps you enable a two-speed IT architecture and increase speed-to-value with an agile platform that extends your existing IT investments. With the Salesforce Platform, build intuitive, enterprise-grade apps that enable customers, employees, dealers, and distributors to quickly and seamlessly conduct business.

With the Salesforce AppExchange, manufacturers can tap into preexisting domain expertise—integrating existing back office business processes such as PLM, ERP, and supply chain management into their Salesforce instance.

+50%

faster app development cycle

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IoT

## Drive More Revenue with Connected Products

Salesforce helps you turn IoT data collected from devices, locations, and equipment into actionable insights that drive customer engagement and accelerate innovation.

Leverage data to get smarter and more predictive about your customers, using things like IoT-driven intelligence from connected products to proactively address customer needs. And empower sales, service, and marketing teams to develop, run, and monetize services-based subscription business models based on that data.

+34%

faster integration with Salesforce

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Together, let's manufacture a whole new kind of customer success.

The above technology solutions allow manufacturers to move beyond the product and connect to their customers in a whole new way, opening up new revenue streams. This allows them to deliver smarter and more personalized experiences at every touchpoint. Visit [salesforce.com/manufacturing](https://salesforce.com/manufacturing) to learn more.



CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY

