

Client storytelling

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How Persistent Helped Accelerate DELTA Machines' Digital Transformation With Salesforce

In our industry, going digital gives a real competitive advantage for an independent family business like DELTA Machines. From our first meeting, Persistent proved to be the ideal systems integrator thanks to their business references, listening skills, and a methodology based on constant communication.



Romain Priore,
Deputy Managing Director DELTA Machines

Key numbers

- \ 1995: DELTA Machines is established
- \ 30 employees
- \ 2 offices in France
- \ 4,500 m2 of premises
- \ More than 4,000 machines installed

The Client

French company, DELTA Machines, have been a leading provider of high precision machine tools for over 20 years. They install and service machines for milling, bar turning, and spark erosion.

A family-run company, DELTA Machines are renowned for providing top-quality German and Japanese equipment and impeccable customer service to clients in technically demanding sectors such as aeronautics, medical, nuclear, automobile, watchmaking and jewelry.

When Romain Priore joined DELTA Machine in 2017 as Deputy Managing Director, he was determined to make DELTA Machines the first digitized French company in its field. The Sales team were first to benefit from a successful Salesforce driven transformation. DELTA Machines installed Sales Cloud, the Salesforce customer relationship management platform (CRM). To enhance Sales Cloud's versatility and efficiency, they integrated Salesforce CPQ to enable automated quoting and shorten sales cycles .

Two years later, Romain Priore invited Persistent to simplify the lives of the after-sales service (SAV) and technical teams responsible for installing and troubleshooting machines throughout France. After observing the teams in action and conducting company wide consultations, Persistent equipped DELTA machines SAV and technical teams with the tools they need to take their excellent customer service to the next level: Service Cloud, the customer service module, and Field Service, the field intervention management solution.

Key Informations



Licenses
25
users



Duration
7
months



Year
2020



Products
Sales Cloud
Service Cloud
Field Service
Salesforce CPQ



Next integrations
ERP Sage



www.delta-machines.fr

I was impressed by the ease with which Persistent understood the specifics of technical service, without ever having managed one! Their approach to training was also excellent and enabled our technicians to embrace the new solutions immediately.

Stéphane Soufflet, Technical & After-Sales Director DELTA Machines

The Challenge

Before embracing Salesforce, DELTA Machine's after-sales service and technical teams were hampered by cumbersome processes.

Responding to customer inquiries involved multiple phone and email conversations. Paper-based files were difficult to access quickly by everyone who needed them. As a result:

- \\ Data entry errors and duplication were a headache for the four after-sales service managers
- \\ Time was lost entering and re-entering accurate customer information to transmit to technicians
- \\ Planning and updating technicians' schedules was slow and clumsy as staff couldn't work simultaneously on the Excel spreadsheets.

Furthermore, DELTA Machines's highly-skilled, mobile machining technicians were:

- \\ Losing invaluable field hours to burdensome administrative tasks
- \\ Dependant on phone and email access to customer files to complete urgent repairs
- \\ Sending end of work reports by post, which took several days to reach DELTA Machines's headquarters.

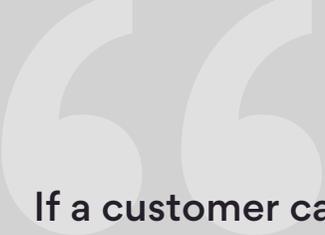
The Solution

Since Persistent installed Salesforce's Service Cloud:

- \\ Complete customer records are accessible to everyone at the click of a mouse
- \\ Machine installation and troubleshooting requests are handled smoothly, accurately, and fast
- \\ Technicians work schedules are updated easily to facilitate workflow.

Field Service allows

- \\ Technicians to be notified of jobs via smartphone based on their location and availability – reducing response time for clients and distributing work equitably and efficiently across the team
- \\ Digital access to the serial numbers of every installed machine – giving a complete technical profile and an accurate service history
- \\ Building a product knowledge base for sharing information during installation and troubleshooting
- \\ Digital filing of field service forms via a tablet for immediate, real-time access.



If a customer calls unexpectedly about a business or technical issue, I can open Salesforce and see precisely what's happened to date. I can explain what we've done and why. This is a great asset in building our customer relations.

Romain Priore, Deputy Managing Director DELTA Machines

The Result

- DELTA Machines is the first French company in its sector to fully digitize its systems. In a project delivered on time and on budget, Precision supported DELTA Machines to extend the digital transformation launched in 2017
- Now the after-sales service and technical teams are equipped to join their sales colleagues in delivering timelier, more efficient customer service. Furthermore, the entire DELTA Machines team gets to enjoy working smarter.
- Everyone benefits from having essential data at their fingertips. Streamlining administrative tasks has freed technicians to do more of what they do best – installing and servicing the high precision machines that give DELTA machine's clients a competitive edge.
- Accurate, real-time reporting of technicians' availability reduces the response time to all customer inquiries and to urgent repair jobs in particular. Instant digital filing of end of service forms means that frequent or recurring breakdowns can be rapidly referred to machine suppliers.

Next Steps

The implementation and adoption of the Sales Cloud, CPQ, Service Cloud and Field Service products have been a success.

Persistent's partnership with DELTA Machines continues. Our next phase will integrate Salesforce solutions with the company's ERP Sage.

After breaking down silos between the sales and technical teams, their members will have immediate access to customers' financial data and product catalogue, available directly in Salesforce.

It will also be possible for DELTA Machines' accounting and finance department to obtain automatically in Sage the customer, sales and service information needed to create orders.

We are grateful for our relationship with Persistent as one of our trusted partners for the past 17 years. As a Platinum partner, Persistent's global Salesforce practice works side by side with us as we support our customer's success.



Leon Mangan
Salesforce SVP Alliance and Channels
EMEA & LATAM

Skills and Certifications

Management of complex multi-cloud projects. More than 420 certifications (Oct. 2020), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Heroku and Mulesoft.

About Persistent

With 12,000+ employees around the world, Persistent Systems (BSE & NSE: PERSISTENT) is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering across industries and geographies.

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