



Case Studies for

Industrial & Manufacturing



Founded in 1990, AGCO Corporation is a global leader in the design, manufacturing and distribution of state-of-the-art agricultural equipment and farming solutions.



The Challenge

To increase process efficiencies, digitize customer service, and reduce time to value for dealers by implementing an intelligent and responsive conversational AI-driven solution.

The Solution

To help AGCO automate mundane, time-consuming tasks, Persistent came up with an intelligent Conversational AI solution leveraging Kore.ai. This allowed customer support teams to focus on more complex, higher-value interactions.

The chatbot not only uses automation to eliminate the lower value interactions but also provides fast and personalized answers in three languages — English, German and French. This enables the customer support teams at AGCO to provide more efficient service and greater value to their large dealer community.

The Persistent team helped the client identify the 30 most common use

cases, covering a large portion of the most frequently submitted requests to AGCO customer support. These use cases were then compiled into 22 scripts, to cover the initial 30 cases. The team also provided training in low code to AGCO staff so that they are able to add new use cases going forward.

The chatbot supported customer service, technical service and digital e-commerce channels and the bot-driven workflow automation increased business agility considerably. With instantaneous, autonomous, and 24/7 dealer support, AGCO was able to reroute its workforce to focus on more complicated queries and respond to value-added dealer-blocking requests.

The Outcome

With an intelligent, responsive conversational AI-driven solution in place, AGCO was able to realize dramatic improvements in customer service. The new, intuitive, and efficient bot was able to answer 80% of the dealers' questions, resulting in 10-

20% reduction in customer support ticket volume. AGCO also benefited from significant improvement in service queries resolution rate and 30% utilization rate for customer service and digital channels.

Digitizing customer service with conversational AI and automation for an agricultural solutions leader

Industrial & Manufacturing

EU



Marketing Cloud

Service Cloud

Sales Cloud



Industrial & Manufacturing

EU

For over 20 years, DELTA Machines has been a leading provider of highly precise machine tools for milling, spark erosion and bar turning.

The Challenge

To enhance accessibility by eliminating paper-based files as well as to improve the after-sales service process, by efficiently documenting and processing digital customer communications.

The Solution

Persistent's engagement with DELTA began in 2020 with the implementation of Salesforce's Service Cloud to simplify the lives of their after-sales service and technical teams. The team replaced existing inefficient and cumbersome paper-based records with Service Cloud to provide complete access to customer records at the click of a mouse. It also allowed smooth, accurate and fast handling of machine installation and troubleshooting requests and allowed updating technicians' work schedules to facilitate workflow.

Persistent also implemented Field Services, the field intervention

management solution, which enabled job notification via technicians' smartphones, based on their location and availability. This reduced response time for clients also facilitated equitable and efficient work distribution across the team. Having complete technical profile and accurate service history was made possible through the digital access to serial numbers of installed machines. This helped in creating a product knowledge base for sharing information during installation and troubleshooting. The team also enabled digital filing of field service forms via a tablet for immediate, real-time access to refer frequent or recurring breakdowns to machine suppliers.



Leading high precision machinery distributor and service provider digitizes operations to improve customer service

The Outcome

DELTA accelerated their digital transformation journey and delivered enhanced customer service. The company improved response time to all customer inquiries, including urgent repair jobs, with accurate, real-time reporting of technicians'

availability. Streamlining administrative tasks allowed technicians to focus on installing and servicing high precision machines. DELTA became the first French company in its sector to fully digitize its systems and gain a real competitive edge.

Service Cloud

Salesforce CPQ

Japanese automobile company increases productivity with Dealer Management System

A pioneer in electric vehicles, the client is a leading Japanese multinational automobile manufacturer serving global customers for 90+ years

Industrial & Manufacturing

APAC

The Challenge

The client's productivity was significantly impacted due to a lack of visibility into operations and dealer performance. They needed a centralized Customer Relationship Management (CRM) system that they could manage independently to improve operations management, streamline marketing efforts, and enhance productivity.

The client wanted the platform to enable multi-dimensional data categorization region, area, and model and generate reports and dashboards configured for dealers and end customer needs. They also needed configurable Computer Telephony Integration (CTI) and CRM processes along with a centralized customer database for running targeted campaigns or marketing activities that resonate with their target audience.

The Solution

Persistent implemented a centralized Salesforce system for lead management, allowing the client team to efficiently maintain and manage data on all dealers across India. The system captures data around lead information, qualification, conversion and progression inquiry until a lead reaches 'closed won' status. The client can schedule test drives, capture payment information, create quotes and send brochures to prospective customers through the system. The system also includes a Partner community that dealers can use to capture data of their end customers.

Persistent also configured reports and dashboards for client users based on organization hierarchy such as Managing Director (MD), Regional Sales Manager (RSM), Area Sales Manager (ASM). The system generates reports based on data captured till the level of Dealer Sales Executive, helping the client make informed decisions regarding sales and marketing strategies, internal operations, and customer service. Persistent also created dashboards for all users to monitor operations, optimize processes, and improve overall business performance based on Target vs. Achievement.

The Outcome

The new system has helped the client successfully all internal processes, resulting in simplified customer journeys and improved interactions for Dealers, RSMs, and ASMs alike. The real-time dashboards offer dealers complete transparency, giving them a 360-degree view of their dealership with role-based data access controls.



Sales Cloud

Transforming sales and service for European machining and automation solutions company



Leading provider of machining systems, automation solutions and cutting tools to global players in the pharmaceutical, MedTech, consumer goods, automotive, and general engineering industries.

Industrial & Manufacturing

EU

The Challenge

With a strong presence across the US, Europe, and Asia, the client faced challenges from multiple inconsistent customer service processes, resulting in neglected or misplaced customer requests. The company also faced severe issues with complaint resolution due to unclear case overviews and status updates.

Further, the client used a Buying Center functionality that was overly complicated and costly due to recurring licensing fees. The client also needed support to review and rebuild competitor data sets using best practices in Salesforce.

The Solution

Persistent collaborated with the client to enhance critical processes and capabilities related to customer service and internal knowledge management. This enabled the client's end customers to access their case details and relevant articles from the customer community.

The Persistent team implemented a Salesforce-SAP integration to enhance the support experience while creating SAP service orders from Salesforce. Our solution helped the client to capture buying organization and related information for each sales opportunity in Salesforce.

Finally, in order to enhance user experience, we rebuild competitor data sets based on Salesforce best practices.

The Outcome

Assigning emails to cases and implementing escalation workflows allowed the client to streamline their customer support process. Additionally, the enhanced Service Console helped them improve L1 Support resolution rate.

Service Cloud

Sales Cloud



The Outcome

With Persistent’s help, the client was able to optimize the business process, spanning from job creation to job completion, leading to the effective utilization of service agents. This improvement enabled better resource allocation while incorporating automation led to time-saving advantages. The provision of multi-device support empowered field technicians to access the application from various locations, contributing to enhanced operational agility.

Manufacturing leader enhances productivity and saves time with automation and Salesforce

The client, a prominent player in the manufacturing domain, has a strong foothold in the US and international markets.

Industrial & Manufacturing

US

The Challenge

The client faced a series of challenges to streamline FSL’s operations. Integrating the entire job process from creation to completion demanded meticulous coordination to prevent disruptions. The client needed a user-friendly calendar system for tracking availability and alert notifications for supervisors for anything that needed their attention. Empowering technicians to manage schedules without conflicts required refining the system’s rules. Lastly, establishing an overtime approval process needed a careful balance between flexibility and adherence to company guidelines.

The Solution

Persistent helped the client tackle challenges in streamlining FSL’s processes by leveraging Lightning components to address the FSL Mobile app’s limitations. The SF1 app served as an effective alternative, with the FLS Calendar seamlessly integrated.

Notably, specialized Lightning components were enabled for technicians to allow them to see assigned work orders and unavailability in the calendar view. Additionally, Persistent configured the approval process and created a few list views for service agents and technicians based on their needs.



Service Cloud



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

persistent.com/salesforce →

Our Salesforce Expertise

End-to-End Marketing	Sales Automation	Omni-Channel CX	Digital Commerce
Branded Engagement Platforms	Industry Cloud Implementation	MuleSoft Integration	Proprietary Solutions

Our Industry Expertise

Healthcare & Life Sciences	Banking & Financial Services	Software & Hi-Tech	Industrial & Manufacturing
Media & Entertainment	Retail & Consumer Products	Non-profits	

Our Partnership at a Glance

7,100+ Certifications	1,400+ Joint Projects	5/5 CSAT Score	300,000+ Trailhead Badges	18+ Years of Successful Partnership
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Why Persistent Global Salesforce Practice?

Quantity Bank on our increasingly growing revenue size, employee pool & certifications	Quality We maintain a consistently high CSAT Score coupled with top analyst ratings	Footprint We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
Price Various pricing models ensure our clients find a suitable plan, every time	Innovation & Knowledge Leverage our unparalleled industry and product knowledge	Speed & Agility We offer competitive time-to-market, flexible project approaches and agile processes