

Natural Plant Products CUSTOMER SUCCESS STORY



Industry

Natural Plant Products (NPP) is a manufacturing firm located in Salem, OR.



Project Objective

The objective was to consolidate disparate inventory management and order processing processes into a single application using Salesforce Sales Cloud. In addition, NPP wanted to optimize their sales process and incorporate best practices for managing leads.

BEFORE & AFTER

BEFORE: They were using inefficient and highly manual inventory management and sales management tools that consisted of Excel spreadsheets and an Access database. Operational processes were inefficient as they were based on manually preparing, printing, and faxing a large volume of forms. Lastly, their lead management processes were not standardized and were prone to mistakes being made.

AFTER: All business processes, including lead management, inventory management and order processing is done in Salesforce. Comprehensive inventory management has been implemented covering warehouse releases, packing lists, and export documents.

RESULTS

- Order forms, warehouse releases, packing list, export documents and invoices are all automatically generated and emailed using Salesforce.
- NPP can access review and report on in minutes what used to take hours to do.
- Campaigns and email blasts can be done in minutes rather than hours.
- Order process and inventory management customization has reduced their time by more than 50%.



Customer Quote

Starting a new CRM system can be problematic. Setting objectives, defining the statement of work, and communicating the nuances of your business processes can be daunting. After reviewing a number of Implementation services, we felt that StarrData had the acumen and expertise we required.

I have been involved with CRM systems and implementations for over 20 years. I was an executive with one of the first CRM companies for the midmarket pioneering innovation and developing the foundation for the wonderful products we see today. My expectations for success were very high.

Our company had a unique application with the need for key customizations for order and inventory processing for a global market. We worked with Chris, our implementation consultant, and process guru. His knowledge, skills, and ability to navigate difficult process requirements was amazing. Nothing seemed to faze him. He nurtured us through all the steps to success. StarrData managed our relationship with the utmost of professionalism and respect that a company needs when implementing the foundation of a business tool to provide an effective and successful outcome.

I would absolutely recommend StarrData as a resource for implementing Salesforce.

Jim Daniels - VP, Global Sales & Marketing