



Prolifics[®]

Salesforce Engineering Helps Keep the Cash – and Truckers – Rolling Along

CLIENT | CHALLENGE | ACTION | RESULTS





Our Client

Our client is a leading provider of financial, office and technology services to the trucking industry.

Our client's main business is accounts receivable factoring. This means that our client buys the accounts receivable of a trucking company – the monies owed to the trucking company by their customers (shippers) for transportation services provided. Our client will buy these accounts receivable at a discount from the trucking companies, taking into consideration factors such as the amount owed, when it's due, other terms and conditions, and the history, creditworthiness and location of the shipper. By selling its receivables, the trucking company gets a known, predictable cash flow and avoids the headaches and risks of bad debts and collection. Our client takes on the collection work and risk, but if they've factored the receivables correctly, they will make a profit.

Challenge

The challenges our client faced were in critical segments of their business and were related to managing customer data, providing customer services, and lifting up the overall customer experience. The challenges included:

- The struggle to get new customer leads, and then convert and onboard those customers, all in a cost-effective manner. Our client has advertised on social media, as well as selling through channel partners. The client estimated that this combination could cost them up to \$800 per final onboarded customer, which they felt was expensive. They wanted to know if technology could help.
- As described above, the factoring process needs a number of different pieces of information to determine what the discounted payment should be – or if our client should buy the receivables in question at all. These criteria form business rules for calculating discounts. Our client was running these rules on an old, legacy system which was no longer meeting their needs in terms of efficiency and speed.
- Because of the systems, the client’s back-office staff wasn’t getting the right information to help their customers or the company itself. Customers that had sold their receivables to our client did not receive their payments in a timely manner. In turn, if our client failed to get payment on the accounts receivable they had bought/factored, there was confusion between the client’s sales and support groups, as well as with the client’s customers, about who was responsible for collection. At any point, there could be up to \$2 million of contested and uncollected receivables on the client’s books – a terrible hit to cash flow.
- There were also challenges in creating daily and monthly sales reports. This would seem simple, as the discount – the amount our client paid for a receivable and the face value of that receivable – should be readily available. However, the numbers were not being consolidated by region or other characteristics, and the client struggled to present meaningful data to its executive board.

Action

Our work with the client falls under our Salesforce Engineering offering. Salesforce is a leading customer relationship management (CRM) company. This client contacted us on the recommendation of one of their Salesforce architects, with whom we had worked with at a previous client.

We began by deep diving into the client's business issues and assembling the right team for the job. Eight in total, this team was made up of Salesforce field developers, a MuleSoft integration developer, a Tableau reporting person, and quality assurance personnel.

To help the client increase leads and lower onboarding costs, we integrated Salesforce's Marketing Cloud, a comprehensive digital marketing platform. We worked with the client to run new campaigns aimed at their existing customers that were not using the full breadth of our client's products and services. We also helped take their campaigns to new digital outlets.

Using MuleSoft and APIs, we integrated the legacy system into Salesforce's Sales Cloud, a fully customizable platform that brings customer information together with marketing, lead generation, sales, customer service and business analytics, along with access to a myriad of other applications.

To help the back-office staff, we helped implement Salesforce's Service Cloud, a specific customer relationship management (CRM) platform for customer service and support to business customers.

We also automated receivables and payables and built reports in Tableau, an interactive data software company for business intelligence (BI).



Result

With Marketing Cloud and the new digital avenues, campaigns are getting new leads from different sources, with many more leads converting to customers, all at lower costs per conversion.

With the API integration, the data, rules and the validation conditions are sent to Sales Cloud within 20 minutes – meaning that if a customer is in immediate need of money for cash flow, they can reach out to our client and have an answer in 20 minutes.

With information updating in Service Cloud, the back-office staff can readily track receipts and payments, with seamless communication between customers and the back-office team. This has greatly improved customer satisfaction.

More on Prolifics' Salesforce Engineering

This success story comes from Prolifics' Salesforce Engineering offering. It's our process of designing, developing and maintaining software applications built on the Salesforce platform. Our offering includes programming languages, frameworks, tools, integrations, security, scalability and performance. Salesforce Engineering helps to build a robust and scalable platform for you to drive growth.





About Prolifics

Prolifics is a global digital engineering and consulting firm helping clients navigate and accelerate their digital transformation journeys. We deliver relevant outcomes using our systematic approach to rapid, enterprise-grade continuous innovation. We treat our digital deliverables like a customized product – using agile practices to deliver immediate and ongoing increases in value.

We provide consulting, engineering and managed services for all our practice areas – Data & AI, Integration & Applications, Business Automation, DevXOps, Test Automation, and Cybersecurity across multiple industries – at any point our clients need them. Visit prolifics.com to learn more.

