CASE STUDY

Parklane Salesforce Enhancement

Founded in 1992, Parklane is a mechanical device control supplier, designing, engineering, and manufacturing noise control systems. Parklane provides complete industrial sound dampening solutions, from engineering through manufacturing to onsite implementations. Recently, Parklane also became the licensed reseller of Mason Industries products for Eastern Canada.

THE CHALLENGE

With the addition of a new line of business, it was paramount for Parklane to adjust their current business processes. To keep up the additional business, Parklane faced the challenge of optimizing their Salesforce instance to better support their noise control business.

While Parklane had been using Salesforce to support their existing business for some time, they recognized that their current Salesforce configuration needed to evolve to meet the ever-changing needs of the business.

SOLUTION FEATURES

> Salesforce Enterprise Edition
> Salesforce CPQ
> Service Process Enhancement

INTEGRATED CHANNELS

> CRM
> Accounting
> Quoting

THE SOLUTION

To start, Online upgraded Parklane's instance of Salesforce from Essentials edition to Enterprise edition. This upgrade enhanced their workflow, integration capabilities, and provided them with a sandbox for iterative development.

Salesforce CPQ (Configure, Price, Quote) was also implemented to support the more product-based elements of their business. Once implemented, all product catalogues and price lists were created and imported to ensure accurate product data was readily available.

THE RESULTS

Prior to using Salesforce CPQ, it could take upwards of an hour or more to produce a single quote and Parklane was dissatisfied with the time it took to produce a higher volume of detailed quotations. Sales members were relying on less efficient pricing software to find product data, pricing, and shipping information. With the implementation and configuration of their new Salesforce environment, sales members are now able to produce a quote within minutes. With vital data centralized in a Salesforce Products database, they can now easily search and select each line item in just a few clicks, substantially increasing quote accuracy and efficiency.

We designed a solution that is compatible with future integrations to other cross-departmental software suites and digital tools like QuickBooks to further increase operational efficiencies and greater business results.

> *"ONLINE WAS INTEGRAL TO RESOLVING MAJOR INEFFICIENCIES WITH OUR QUOTING PROCESS. THE RESULT HAS BEEN FASTER TURNAROUND OF HIGH-VALUE, DETAILED QUOTATIONS FOR OUR CUSTOMERS."*
>
> *- MATT DOWNEY, PRESIDENT, PARKLANE MECHANICAL ACOUSTICS*

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salesforce CPQ

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