INDIAN LABEL PRINTING

We helped India's largest label-printing company reduce costs, streamline processes, and enhance customer satisfaction using Salesforce Sales Cloud, earning them a top 10 spot in their market.

Industry
Printing Management

Solution
LWC for Quote Management

Location
India

CLIENT OVERVIEW

The client is a prominent Indian printing management company that offers a comprehensive range of services in the printing industry. Their diverse portfolio includes high-quality business and commercial printing, digital printing, publications and catalogs, labels, silkscreen printing, graphic design, direct mail, product fulfillment, and inventory management

BUSINESS CHALLENGES

Custom Object Redesign & Integration
Redesigning standard leads, quotes, and product objects in the Salesforce Sales Cloud platform.

LWC Development for Quote Management
Creating a new Lightning Web Component (LWC) for quote revision and creation catering to multiple project categories.

Dynamic PDF Customization for Quote Formats
Customizing quote PDF formats for various subsidiaries with dynamic data requirements involves handling diverse data structures.

Optimizing Salesforce License Costs
Transitioning from standard Salesforce licenses to platform licenses.

BUSINESS SOLUTIONS

Custom Object Redesign
Transformed standard leads, quotes, and product objects into custom objects in Salesforce to reduce licensing costs.

LWC Development
Developed a new LWC for quote revision and creation, enhancing user experience and adaptability across multiple project categories.

Drag-and-Drop Sorting for Quote Line Items
Implemented LWC components enabling drag-and-drop sorting of quote line items in PDFs, streamlining quote management.

Salesforce License Optimization
Transitioned from standard licenses to Salesforce platform licenses, achieving substantial cost reduction for the sales team.

HIGHLIGHTS

- Automated customer lead conversion to establish new accounts, contacts, and opportunities.
- Customized quote PDF formats for various subsidiaries with dynamic data requirements, ensuring customized and professional quotes.
- Streamlined product management for the diverse product range, improving price control efficiency that involves optimizing workflows related to cataloging, pricing, and managing products.
- Implemented dynamic new custom features in the Sales Cloud to enhance customer relationships.