



ALLIANCE LAUNDRY CLEANS HOUSE WITH FIELD SERVICE CLOUD

EFFECTIVE MANAGEMENT OF FIELD SERVICE OPERATIONS AND CONSISTENT CUSTOMER EXPERIENCE

Overview

Alliance Laundry Systems, a Wisconsin-based manufacturer of commercial laundry machines, purchased five of its distributors. When they began installing and servicing those products, Alliance needed a platform to manage the service lifecycle and ensure a consistent customer experience. The choice: Salesforce Field Service (SFS).

Challenge

The distribution centers (DCs) each had their own processes and service management tools. And, because they were scattered across the country – in Florida, Illinois, Maryland, and Texas – it would be difficult to implement SFS, build efficient processes, deliver user training, and go live at all five within the company’s tight timeframe. Also, to increase the difficulty and make integration more challenging, Alliance Laundry decided to implement SAP for the DCs at the same time.

Solution

Leveraging the company's existing distribution portal, ForeFront used SFS and MuleSoft to build a sophisticated solution that works for dispatchers, technicians, and management – and delivered it on schedule.

ForeFront unified processes across the five DCs, implemented advanced work order capabilities, and automated technician time-tracking and scheduling using the SFS mobile app. The solution also improved parts ordering and enabled real-time inventory visibility. Sophisticated integrations connected service operations to SAP, creating a single source for all data (including service history), improving billing accuracy, and enabling effective management of machines in the field.



Salesforce Field Service
Salesforce Experience Cloud
Salesforce Sales Cloud



Implementation
Integration



Global commercial laundry machinery market: \$10 Billion



Outcome

Today, Alliance Laundry has consistent processes, greater overall efficiency, and better reporting and analytics. The company is on-track to increase customer service levels and reduce field service costs.

ForeFront’s Salesforce Field Service expertise and advanced, highly adaptable project management skills gave Alliance Laundry important service management capabilities and a solid foundation for future business acquisitions.

ForeFront
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732.212.0800 | forefrontcorp.com



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