



Salesforce Sales Cloud Solution Creates a Single Data Source and Streamlines Sales Ops

Huhtamaki North America (DeSoto, Kan.) is a manufacturer of disposable tableware (including CHINET® products), consumer goods packaging and foodservice packaging. With 18 production and sales locations in the United States, Canada and Mexico, and more than 80 offices and manufacturing facilities worldwide, the company (a \$1.2 billion subsidiary of Finland-based Huhtamaki Group) lacked effective sales communication, consistent processes and a solid understanding of its customers and prospects.

Challenge

Huhtamaki was managing its customer and prospect interactions with dozens of conflicting spreadsheets – and 22 separate systems and applications. It had no single view of its customer relationships. Historical sales data was difficult to access. Collaboration was impeded by email-based processes. And poor-quality data made analysis difficult and forecasts unreliable.

Solution

ForeFront utilized Salesforce Sales Cloud, the Salesforce Platform and Quip (a document management tool) to build a solution that consolidated customer information into a single location, implemented effective pipeline management capabilities, created efficient sales operations management, enabled advanced dashboards and reports, provided critical contract management tools, and laid the foundation for a future migration to Salesforce Manufacturing Cloud and integration with the parent company's ERP.

Results

The result is greater sales collaboration and efficiency, comprehensive visibility into now-more-reliable customer and sales data, and streamlined contract processes – and increased sales.

Disposable tableware and packaging manufacturer gains reliable and actionable data, effective pipeline management, improved customer insight and efficient contract management.



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