



## HOLMAN AUTOMOTIVE SHIFTS GEARS WITH SERVICE CLOUD

### TURBOCHARGES FLEET MANAGEMENT CAPABILITIES, BENEFITTING INTERNAL TEAMS & CUSTOMERS

#### Overview

Holman Fleet & Automotive Services is one of the largest privately-owned automotive groups in the U.S. Their top-tier fleet vehicle management services help owners manage every aspect of their fleet, from fuel costs to maintenance and compliance.

#### Challenge

The company had previously implemented a heavily customized instance of Service Cloud for a small number of Customer Support staff. Still, the team relied heavily on manual processes. For example, multiple employees managed case requests from a single email inbox that received hundreds of messages each day. Data silos and institutional knowledge held by individual employees also created bottlenecks across the business.

For customers and vendors alike, this meant that working with Holman wasn't always easy or straightforward. To remain competitive, Holman knew they needed more scalable and efficient processes.

#### Solution

We began with ForeFront's proprietary Maestro Health Check to identify risks to Holman's Salesforce instance.

ForeFront determined that a standard Service Cloud instance was a better fit for the Support team's business needs. Since the existing solution featured significant customization, implementation was no simple feat. Holman's in-house FleetTrak case management tool was also integrated into Service Cloud.

In future phases, we will continue to scale Service Cloud for additional users in Client Relations and Operations.



Salesforce Sales Cloud  
Salesforce Service Cloud



Implementation  
FleetTrak Integration

Global Fleet Management  
Market Size: \$52.5B by 2030



#### Outcome

Now that Service Cloud is properly implemented and integrated, Holman will move Accounts over to Salesforce in phases. The refined process has resulted in fewer errors, greater efficiency, and increased speed for impacted service team members. Onboarding for new clients has also improved.

Demand for fleet management services is on the rise. ForeFront has extensive experience delivering these solutions – ask us about similar use cases.



#### ForeFront

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