

## Products

salesforce sales cloud    salesforce app cloud

salesforce chatter

## Industry

Consumer Goods/  
Education

## Profile

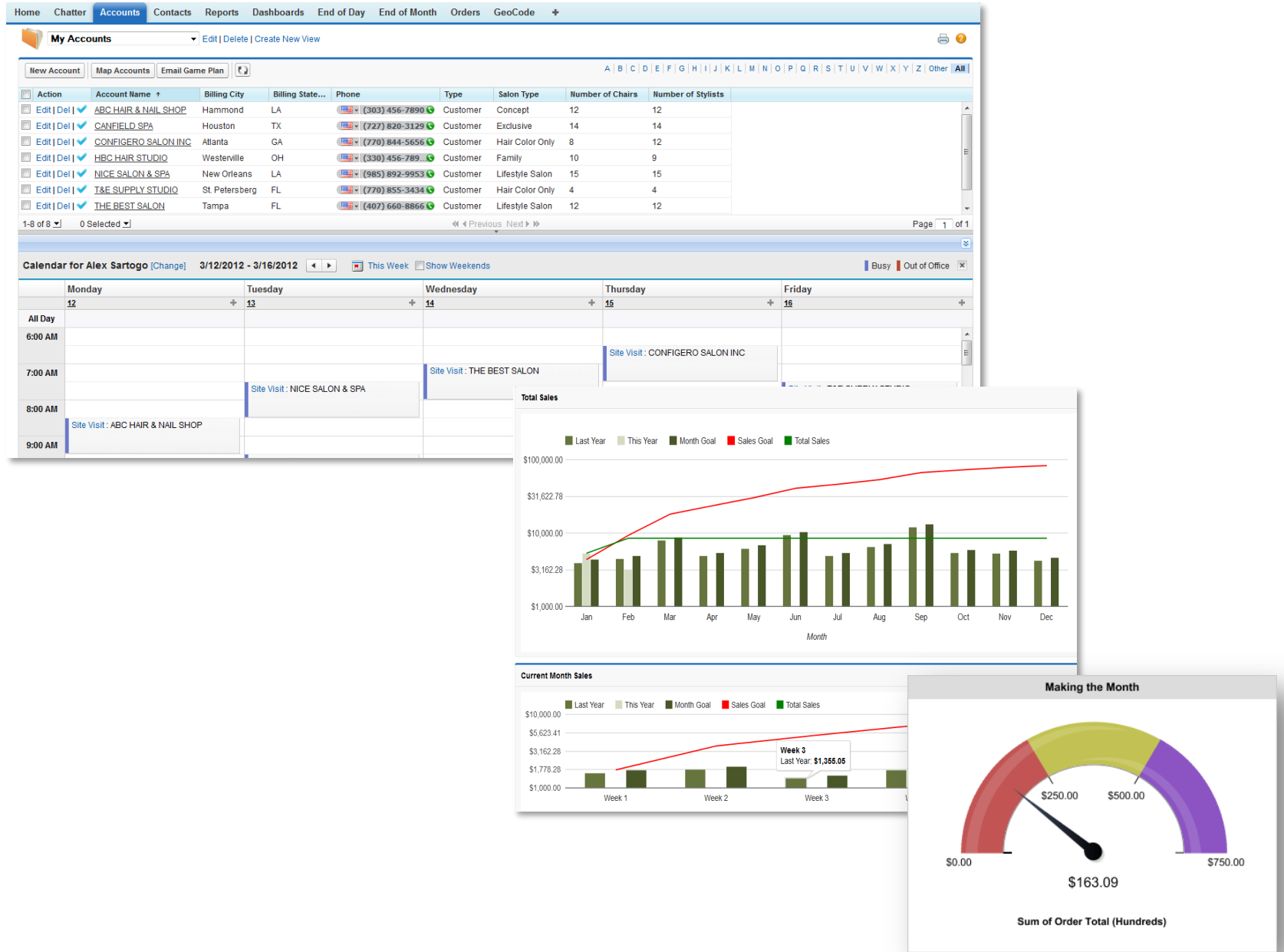
Neill Corporation is the distributor for a 7-state region in the US: Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee and Alabama.

## Company Size

200 Employees

## Location

Hammond, LA



# Powering the Social Enterprise at Neill Corporation

### THE CHALLENGE

- Neill Corporation had siloed, fragmented data, resulting in inconsistent information across sales teams, salon sites and AVEDA Institute locations
- Relying on manual data entry, spreadsheets, and printouts limited visibility into Salon information (i.e. order history, # of chairs, stylists)
- Neill Corporation was seeing significant time lags between what was happening in the field, and that information being communicated to leadership
- Inability respond to trends in salon issues, challenges and performance
- Disconnect between ERP system handling order management and legacy CRM handling sales data

### THE SOLUTION

- Deployed sales cloud across salon development partner team and support resources
- Implemented online game plan dashboards including desired outcome of activities, 'how to accomplish' recommendations and 'tools needed' for comprehensive sales cycle support and real-time knowledge sharing
- Integrated and streamlined order history by integrating Oracle, via Informatica Cloud
- Developed custom Force.com app, enabling field reps to log activities via iPads and mobile
- Implemented Chatter to enable real-time collaboration & knowledge-sharing across teams

### THE RESULTS

- Maximized investments in existing back-office systems with platform flexibility and ease of integration
- Increased sales productivity & dramatically improved sales effectiveness across teams – **saving each rep an hour a day**
- On-demand access to education information management on one platform
- Significantly improved data accuracy via near real-time mobile updates has enhanced revenue forecasting and sales intelligence
- Greater visibility into key business metrics and performance trends across sites, enabling more targeted, data-driven improvement strategies
- More motivated, results-driven sales team

*“Our Salesforce solution is fully aligned to our business. Field reps now have on-demand access to their accounts in the field, greatly improving our sales effectiveness and productivity.”*

-Edwin Neill, President, Neill Corporation