

Products



Industry

Construction

Profile

Vulcan Materials Company is the nation's largest producer of construction aggregates—primarily crushed stone, sand and gravel.

Company Size

10,000 Employees

Location

Birmingham, AL



Construction Company Increases Adoption & Satisfaction by 10x

THE CHALLENGE

- No portal or online technology to facilitate customer requests (billing, invoicing, tickets, or orders)
- Key competitors are offering more online self-services tools
- Inefficient manual processes for client communication, with hundreds of emails being sent internally & externally
- Tens of millions of data records across multiple legacy systems
- Any solution would be required to meet stringent security and audit requirements

THE SOLUTION

- Designed & implemented Customer Community to serve clients ranging from small “mom-and-pop” operations to huge corporate customers with complex data needs
- Introduced cases and several automated processes
- Implemented Informatica Power Center to integrate legacy systems and Salesforce while streamlining data model
- Implemented complex security design for single sign-on encryption to BillTrust leveraging Heroku

THE RESULTS

- Launch of first-ever online customer portal for Vulcan Materials ultimately serving approximately 80,000 customers
- Vulcan is able to market the strongest, most full-featured customer portal in the industry
- With each phased roll-out, Vulcan is poised to see additional efficiencies
- Through judicious use of the various community license types (Customer login, Customer Community Plus, Employee) Vulcan will optimize its Salesforce spend

