

CUSTOMER SUCCESS STORY

**Transforming Customer Workflows
in Distribution at Lightning Speed.
S.P. Richards Experience**



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National wholesale distribution built on **service, flexibility, and reach**

1,700+

EMPLOYEES

45,000+

PRODUCTS

25+

DISTRIBUTION
LOCATIONS
NATIONWIDE

8,000+

RESELLERS AND
DISTRIBUTORS
ACROSS THE U.S



90
DAYS

- **To replace Salesforce Service Cloud**
- **Sales Cloud + Pardot**

Before vs. **After.**

Before

- ✗ Heavy operational friction
- ✗ Difficult adoption
- ✗ Slow to evolve
- ✗ Fragmented workflows
- ✗ Sales, service, and marketing disconnected

After

- ✓ Faster execution and operational visibility
- ✓ Connected workflows
- ✓ Better customer responsiveness
- ✓ Easier adaptability
- ✓ Scalable service model

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Thank you!

simplifying complexity

simplifying
complexity