

STREAMLINING SCHOOL BUS SERVICES WITH SALESFORCE SALES CLOUD



Project overview

Our client, a prominent school bus service provider in North America, faced challenges with manual lead tracking, fragmented account data, and a lack of unified opportunity management. This, in turn, impacted sales performance and customer relationships. The client works with districts in 38 states and 7 Canadian provinces, carrying approximately 5M students on a daily basis.

We addressed these issues by:

- Implementing Salesforce Sales Cloud's robust lead management features for capturing, tracking, and qualifying leads.
- Creating a unified view of customer accounts to enhance cross-sell and up-sell opportunities.
- Leveraging Salesforce Sales Cloud's opportunity management capabilities for accurate sales tracking.
- Defining and executing real-time reporting and analytics for better sales visibility.
- Automating operational resource mapping based on geo-location for better post-sales execution.
- Introducing a Bid Model Management system for efficient financial input handling and bid contracting.

The largest provider of school bus services in North America grappled with inefficient lead and opportunity management, fragmented account handling, and manual data processes. A transformational Salesforce Sales Cloud implementation enabled streamlined operations, enhanced sales insights, and improved customer management.

Solution Implemented:

- Salesforce Sales Cloud for lead and opportunity tracking.
- Auto-lead creation and website integration with auto-lead assignment
- Operational resource mapping based on geo-location data points.
- Automated Bid Model Management system.



Results:

- 1) Lead conversion rates surged by 25%.
- 2) Customer retention increased, leading to a 15% boost in repeat business.
- 3) Enhanced sales forecasting accuracy manifested as a 10% improvement in revenue.
- 4) Sales cycle time reduced by 20%.
- 5) Actionable insights empowered the sales team, driving significant revenue growth.