

BAKER & TAYLOR

Expanding a Distribution Network into Direct Merchandising requires new capabilities and visibility.

Challenge

This existing Salesforce and EnablePath client decided to expand its distribution network to direct merchandising. To do so, they needed to add 700 Force.com licenses to support and manage remote employees, and they needed to integrate the new business model with their current Salesforce instance, that supported 230 users. The system needed to provide around-the-clock visibility into all activities and results.

Solution

Using custom development, EnablePath designed and built a direct merchandising instance of Salesforce to manage 700 remote users. The new instance provided a full set of management tools to analyze performance and costs metrics. The new instance was fully integrated with their initial Salesforce instance.

Result

Baker & Taylor can now dispatch, manage, pay, survey and report on over 700 remote users, 24 hours a day – 7 days a week, and information can be shared internally or externally, as needed. As a result of the improved communication and visibility, turnover among employees has been reduced and customer satisfaction has significantly increased.