



TRANSFORMING A WHEEL MANUFACTURING BUSINESS WITH AGENTFORCE

DATAMATICS

In the world of custom wheels, our client is a leading manufacturer of high-performance wheels catering to a wide range of vehicles from everyday sedans to specialized off-road models. They are highly trusted for their wheel precision and quality. The Client's product line is engineered to fit vehicles based on exact specifications such as year, make, model, submodel, bolt pattern (PCD), and bore size.

But behind this precision lay a hidden challenge.

The Challenge

Inside Salesforce, the Client maintained a massive database of over **63,000 vehicle records**. Alongside that sat an external fitment database containing **250,000 records**, holding the critical details that determined whether a wheel would fit a specific vehicle.

The process for matching a customer's vehicle to the right wheel was cumbersome:

- Locate the vehicle type in Salesforce
- Query the external database for fitment details
- Compare those specifications to the Client's product inventory

The team might spend minutes on this manual and multi-step workflow, which created several bottlenecks:

- Matching could take several minutes for each inquiry
- A single model could have multiple fitments, requiring deeper filtering
- Data silos increased the risk of errors and slowed sales responses

The Solution

That's when the Datamatics team stepped in and implemented **Agentforce**, Salesforce's AI-powered digital labour platform. Agentforce enables users to automate repetitive, complex processes, create agents to do the tedious tasks effortlessly, and securely.

As a first step, the Datamatics team brought all the data together. By integrating the Client's Salesforce vehicle table with a local copy of the external fitment database, they consolidated over **313,000 records** into one unified, lightning-fast system.

Datamatics built a **custom Agentforce agent** for the Client's internal teams. With it, they could:

- Instantly filter vehicles by year, make, and model
- See relevant submodels at a glance
- Automatically pull the PCD and bore specifications for the selected vehicle
- Match those specs to the wheel inventory in real time
- Browse and sort results by wheel size, style, brand, or position with images and full technical details

What once required hopping between systems and cross-referencing spreadsheets now happens in seconds with the power of AI-powered Agentforce by Salesforce.

Impact: Faster Resolutions, Enhanced Customer Experience

Speed

Wheel-to-vehicle matching dropped from minutes to seconds

Accuracy

Automated fitment checks virtually eliminated errors

Productivity

Staff could process more requests in less time

Customer Experience

Faster recommendations meant quicker purchase decisions and happier customers

Productivity

Staff could process more requests in less time

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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