



# PARTNER AND CUSTOMER SERVICE OPTIMIZATION WITH SALESFORCE



## AT A GLANCE

New Leader Manufacturing (NLM) had a network of over 250 U.S. dealers and needed a better way to communicate and conduct business with them. NuAge Experts, a ConvergeOne Company built a new Experience Cloud Dealer Portal that sits on top of NLM's existing Salesforce solution. As a result, NLM now has more ownership and control of its processes, operations and dealer communications.

## BUSINESS EXPECTATION + RESULTS STREAMLINING CUSTOMER SERVICE FOR A BETTER USER EXPERIENCE



- + **New Leader Manufacturing (NLM)** is a manufacturer of agricultural and road maintenance equipment. It required a new system with flexibility and growth at the forefront.
- + NLM partnered with NuAge Experts, a ConvergeOne Company to develop a centralized engagement platform that replaces manual email requests with automated ticketing, intelligent workflows and resolution status updates visible to the dealer.
- + NLM now has better insight into its dealer community and can use its sales and marketing data to learn about and engage with customers now and in the future.



**IMPROVED USER SATISFACTION**

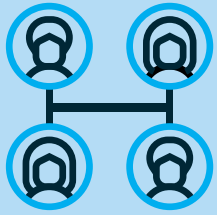


**TRACKED AND ACCESSIBLE DATA**



**ENSURED BUSINESS CONTINUITY**





THE PURPOSE

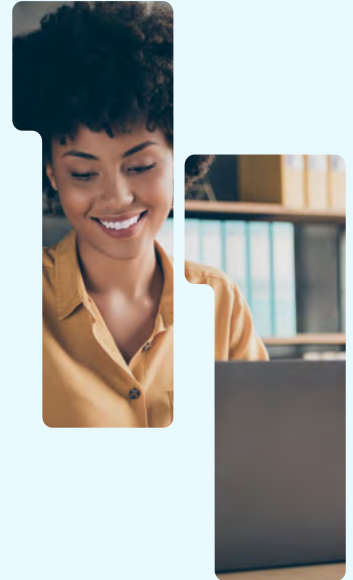
## TRANSFORMING CONNECTIONS

# FROM 300 USERS TO 1,000 USERS

in the Dealer Portal  
post-implementation.

### PROVEN, PROGRESSIVE, PURPOSEFUL PROVIDING SEAMLESS ACCESS TO **STREAMLINED DATA**

- + NuAge Experts, a ConvergeOne Company's direct, streamlined self-service portal solution has led to NLM's service department fielding fewer phone calls and emails, empowering dealers to find the right information or solution.
- + The NLM team is saving time and can now focus on higher-value work, gaining peace of mind that its dealers have access to important information when they need it. The dealers can submit warranty and parts requests, see their case status and interact directly with the NLM team.



*"We loved our experience with NuAge Experts, a ConvergeOne Company. Our setup is complicated because we don't have a standard, straightforward business model. Everyone at NuAge Experts, a ConvergeOne Company invested in understanding the business and was able to support the vision as a result. They communicated effectively, had great follow-through and took initiative when it came to research and solutions. Their solution opened up many more doors for us and our dealer community and it is creating opportunities for larger-scale service and creativity without any roadblocks."*

- MEAGAN WAGNER, MARKETING MANAGER, NEW LEADER MANUFACTURING

# 80

2021

Net Promoter Score

ConvergeOne is here for you. Our customer-centric approach is validated by our World Class Net Promoter Score of 80.

Schedule a conversation to learn more about our innovative solutions that can help you achieve your desired customer experience outcomes: