



# Crane

## LOCATION

Bensenville, IL

## WEBSITE

www.crane-usa.com

## INDUSTRY

Consumer Packaged Goods

## PRODUCTS IN USE

Salesforce Sales Cloud  
Salesforce Service Cloud

## INTEGRATION

- Quickbooks Integration with Autofy
- UPS and USPS Integration with Zenkraft
- Olark Live Chat Integration

## RESULTS

- Single System for Customer Information
- 40% Improvement in Customer Service Efficiency
- Increased Communication and Visibility Between Sales and Service Departments

## CRANE USA

**CRANE USA WAS FOUNDED IN 2005 ON THE BELIEF THAT DESIGN IS AN ATTITUDE AND THE HOME IS A PERSONAL EXPRESSION OF AN INDIVIDUAL'S LIFESTYLE.**

Crane USA believes in design for a better living. Since the company was established in 2005 Crane USA has taken the lead in putting the "fun" into cool mist humidifiers, air purifiers and space heating by providing their customers a functional and efficient product while appreciating the elegance of design. Crane USA is a step ahead of the crowd by providing a commitment to unique design and an unwavering commitment to quality.

## THE CHALLENGE:

### PROVIDING EXCEPTIONAL SERVICE WITH AN OUTDATED CRM

Having used Goldmine for a number of years Crane USA was struggling to provide the unprecedented customer service it had always provided. The existing CRM system was outdated and only provided a sales view of the organization's B2B business. Crane USA needed a single system that would support both the sales and customer service organizations, integrate with 3rd party shipping companies and provide a true 360-degree view of each customer and the business. Further, support was needed to track consumer purchases and returns, product registrations and web-to-case creation.

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OUR CUSTOMER SERVICE AND SALES TEAM ARE NOW ALIGNED ON A SINGLE SYSTEM. WITH SMBHD WE HAVE GREATER INSIGHT INTO OUR ORGANIZATION AND WE ARE ABLE TO PROVIDE BETTER CUSTOMER SERVICE THAN WE WERE ABLE TO IN THE PAST.

- JOE GROTTO, MARKETING & SALES, CRANE USA



## THE SOLUTION:

### SALES AND SERVICE IN A SINGLE SYSTEM

Using a mix of Salesforce Sales and Service Cloud licenses Crane USA was able to implement a single system that fully supported all aspects of its customers – B2B Sales, B2C Sales and B2C Customer Service.

- A centralized customer service system with a simple user interface for customer service agents
- A consumer focus with website integration that allows consumers to register product purchases, chat with an agent live and open cases from [www.crane-usa.com](http://www.crane-usa.com)
- Quickbooks integration synced all products and consumer orders increasing the efficiency of customer service
- Case management that links to registered products

UPS and USPS integration with Salesforce.com to automatically update orders in Salesforce.com and print shipping labels.

## THE RESULTS:

### EXCEPTIONAL CUSTOMER SERVICE

Working with SMBHD, Crane USA has improved customers' experience with efficient, seamless customer service supported by a single system. Since implementation Crane USA has realized a 40% improvement in customer service efficiency and increased communication and visibility between sales and service. As Crane USA continues to grow they are working with SMBHD to further expand the functionality of Salesforce.com.