

CASE STUDY

Salesforce Cloud Community Customization for Fortune 100 Equipment Manufacturer



CHALLENGE

A leading Fortune 100 electric power equipment manufacturer faced the challenge of efficiently distributing equipment information to its customers for usage and maintenance in the field. The traditional methods were proving to be cumbersome and lacked the immediacy required in the digital age.

SOLUTION

The expert developers at CSE Software stepped in to elevate the customer experience. Leveraging the Salesforce Cloud Community platform, we devised a solution centered around a QR code landing page. This innovative approach seamlessly integrated with the client's existing systems while adding a layer of digital interaction for users.

TECHNICAL IMPLEMENTATION

Utilizing Apex classes, custom components, and Lightning Web Components, CSE crafted a QR code landing page within the Salesforce Cloud Community. Each piece of electric power equipment is tagged with a unique QR code. Upon scanning, the landing page makes an API call to two external applications, fetching detailed record information and images for the scanned asset.

KEY FEATURES

- 1 QR Code Scanning:** Users effortlessly scan the QR code on their electric power equipment, initiating a streamlined digital journey.
- 2 API Integration:** The landing page seamlessly interfaced with external applications, ensuring real-time retrieval of comprehensive asset information and associated images.
- 3 Service Linking:** The platform facilitated direct linking to services, allowing users to seamlessly transition from information gathering to actionable services.

RESULTS

The implementation of the QR code landing page yielded transformational results. Customers now experience a prompt and interactive means of accessing essential information about their electric power equipment. The agile API calls ensure that the data presented is always up-to-date, fostering a dynamic and reliable user experience. The platform's integration into the customer experience virtual sales ecosystem further amplifies its impact, creating a comprehensive and efficient solution for the client.