

SUCCESS STORY

Industrial Tools & Equipment Manufacturer

VALUE DELIVERED

- ✓ OSF served as a **long-term transformation partner**, helping the organization scale globally through a connected digital platform that unified customer engagement, commerce, data, and AI capabilities.
- ✓ Beyond implementation, OSF helped simplify complex business processes, improve scalability, **support acquisition-driven growth**, and establish a foundation for ongoing AI and data transformation initiatives.
- ✓ Created a **B2C-type seamless journey in B2B**.



OSF | DIGITAL

Scaling Global Growth with an AI-Powered Salesforce Multi-Cloud Transformation

Customer Profile

Our customer is a **long-established manufacturing organization** specializing in industrial tools and equipment. The company serves both professional and consumer markets across multiple countries.

Challenge

- ✓ **Unify global sales** and customer data following business expansion and acquisitions to create a complete customer view.
- ✓ **Streamline multi-channel sales** operations and support rapid product availability across a large catalog.
- ✓ Reduce reliance on manual processes and spreadsheets to **support global growth** and operational scale.
- ✓ **Improve responsiveness** to changing market demands while delivering a seamless purchasing experience.
- ✓ **50% of time** spent on manual data entry for service reps.

Customer Adoption

- ✓ The solution was **adopted across sales, service, marketing, commerce, and customer support** teams, helping employees and customers access real-time information through self-service and AI-driven experiences.
- ✓ OSF supported adoption by modernizing existing Salesforce implementations, enabling self-service capabilities, **introducing AI-powered agents**, streamlining contact center operations, and aligning solutions with Salesforce best practices for maintainability and scalability.

Outcome-Driven Solution

OSF Digital implemented a connected **Salesforce Multi-Cloud** ecosystem to unify sales, service, marketing, commerce, data, and AI capabilities through a single customer view. The solution included:

- ✓ **Salesforce B2B Commerce** for self-service purchasing and streamlined buying experiences.
- ✓ **Sales Cloud** to centralize global sales data and improve customer visibility.
- ✓ **Tableau CRM** for real-time analytics and operational insights.
- ✓ **Marketing Cloud Account Engagement** for personalized customer journeys and automated communications.
- ✓ **Service Cloud** to improve case management and service efficiency.
- ✓ **Data 360, Agentforce, and Snowflake** integration to enable real-time data access, AI-powered self-service, and intelligent automation.

- ▶ **4X increase in online orders within 12 months**
Scalable global sales, service & commerce operations supported by automation, real-time insights, and connected data
- ▶ **-70% reduction in inbound calls**
Self-service and automation, freeing teams to focus on higher-value interactions
- ▶ **100s of hours saved monthly**
Seamless, personalized CX due to unified customer data & AI-driven engagement

PRODUCTS

Agentforce	Sales Cloud
B2B Commerce	Service Cloud
Data 360	Tableau