



case study



Industry: Manufacturing



Products Used: Sales Cloud, Field Service, Experience Cloud

Company Overview

Bender Inc. is a world leader in electrical safety and ground-fault monitoring solutions, delivering innovative technologies that protect people, equipment and mission-critical power systems. Founded in 1983 in Exton, Pennsylvania, Bender Inc. serves North America as part of the global Bender Group, with over 75 years of expertise. The company designs and manufactures advanced solutions for healthcare, industrial, energy and commercial applications, with a strong commitment to quality, reliability, and electrical safety.

Challenges

Bender Inc. identified opportunities for service optimisation within Salesforce®:

- **Service Process Alignment:** They wanted to ensure field service workflows were clearly structured and easy to follow across teams.
- **Cross-Department Collaboration:** Multiple user groups required a unified system that supported consistent processes and communication.
- **Operational Visibility:** Improved tracking of field activities was needed to support planning and performance monitoring.
- **Timely Delivery:** The implementation needed to be completed within defined timeframes to meet business priorities.

Solution

Working in close partnership with Mint®, Bender implemented Salesforce® Field Service Lightning:

- **Logical Design Approach:** Mint® mapped out service processes step-by-step to ensure a clear and efficient system design.
- **Collaborative Workshops:** Input from multiple departments ensured the solution worked for all.
- **Tailored Configuration and automation:** Field Service Lightning was configured to reflect real-world service operations and requirements, whilst automating record generation needed for business processes.
- **On-Time Delivery:** A focused project plan ensured implementation was completed within agreed timelines.

Results

- **Streamlined Operations:** Clear processes improved efficiency across field service teams.
- **Improved Collaboration:** Teams now work from a shared system with consistent workflows.
- **Enhanced Visibility:** Real-time insights into field activities support better planning and decision-making.
- **Successful Delivery:** The project was delivered on time, meeting key business objectives.



"Working with Mint® was a great experience - clear, collaborative, and delivered exactly what we needed on time"

Dan Saenz, Customer Experience Director

Conclusion

Partnering with Mint® enabled Bender Inc. to successfully implement Salesforce® Field Service Lightning in a way that truly supports its operations. By focusing on collaboration and a logical design process, the solution reflects the needs of multiple teams while maintaining consistency and clarity. Delivered on time and aligned with business goals, the platform now provides the visibility and efficiency needed to support high-quality service delivery. This project highlights the value of combining structured thinking with strong collaboration to achieve impactful results.

Ready to transform your field operations with Salesforce®?

Contact Mint® today:
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To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.

