

**BALL**



# case study



Industry: Manufacturing



Products Used: Service Cloud, Sales Cloud & MC Account Engagement

## Company Overview

F. Ball and Co. Ltd. is the UK's leading manufacturer of flooring installation products, trusted by professionals since 1886. Their commitment to innovation, quality, and customer support has positioned them as an industry leader.

## Challenges

Aligning Global Operations for Greater Consistency and Visibility:

- **Independent Operations:** The Asia division operated separately from the core systems, creating inconsistencies in processes and reporting.
- **Lack of Integration:** Disconnected systems limited seamless data flow across regions.
- **Inconsistent Data:** Varied processes and standards made it difficult to consolidate insights and collaborate effectively.
- **Limited Visibility:** Leadership lacked a unified view of global performance, impacting decision-making.

## Solution

Partnering with Mint®, F. Ball aligned their global operations through Salesforce®:

- **Org Integration:** Mint® integrated the Asia division into the core Salesforce® org, bringing processes into a single, unified system.
- **Data Standardisation:** Established consistent reporting, workflows, and data management across regions.
- **Improved Collaboration:** Enabled seamless information sharing and greater visibility between global teams.

## Results

- **Increased Visibility:** Leadership gained a unified, real-time view of global sales performance, including the Asia division.
- **Greater Operational Consistency:** Standardised processes and reporting improved accuracy, efficiency, and collaboration across regions.
- **Stronger Global Alignment:** Integrating the Asia division into the core Salesforce® platform enhanced cross-team communication and supported a more cohesive business strategy.



"Mint® made what seemed like a significant transition feel effortless. We now have a streamlined, standardised Salesforce® platform that truly supports our Asia operations."

*Darren Kenyon, Managing Director*

## Conclusion

By integrating the Asia division into F. Ball's central Salesforce® platform, Mint® streamlined operations, improved data accuracy, and strengthened collaboration across teams. This transformation gave leadership real-time visibility, optimised reporting, and boosted efficiency, positioning F. Ball for sustained global growth and future scalability.

**Ready to unify your business 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.



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