

**BALL**



# case study



Industry: Manufacturing



Products Used: Service Cloud,  
Sales Cloud and 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

Recognising potential for enhancement:

- **Disconnected Systems:** Sage X3 and Salesforce® operated in isolation, slowing processes and limiting team efficiency.
- **Data Silos:** Lack of integration led to duplicate work and fragmented customer insights.
- **Manual Processes:** Teams manually transferred data, increasing workload and risk of errors.



"It was important to us that our systems supported our customers from the moment they became aware of F.Ball, making it vital that our two systems talk to each other. Mint® and Cindercone not only made that happen but helped guide us to secure a solution that helps us to keep pushing our customer experience"

*Darren Kenyon, Managing Director*

## Solution

Mint® partnered with F. Ball to implement a tailored Sage X3 Salesforce Integration solution:

- **Seamless Integration:** Mint®, alongside partner Cindercone, connected Sage X3 with Salesforce®, enabling timely data flow..
- **Automation Implementation:** Reduced manual data entry, improving efficiency and accuracy.
- **Unified View:** Sales and finance teams gained access to a single, reliable data source.

## Conclusion

Mint®'s expertise in Salesforce® integration, combined with Cindercone's technical support, helped F. Ball transform their operations. By automating data synchronisation, enhancing workflow efficiencies and eliminating data silos, this integration has not only strengthened decision-making but also improved customer engagement, operational agility and overall business performance.

**Ready to unify your business with Salesforce?**

Contact Mint® today:  
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