

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

Before implementing their new CRM solution, F. Ball identified several critical challenges that highlighted the need for change:

- **Department Silos:** Departments worked in silos, hindering real-time access and sharing of key business insights.
- **Lack of Integration:** Disjointed systems prevented seamless data flow.
- **Inefficient Reporting:** Difficulty accessing real-time business insights.
- **Scalability Concerns:** Existing configuration did not support future growth.

Solution

Recognising these challenges, F. Ball made a strategic decision to invest in a modern, integrated CRM platform to better connect their teams, unlock deeper insights, and future-proof the business:

- **Centralised Platform:** Real-time insights, eliminating inefficiencies.
- **Automated Workflows:** Improved tracking of leads, tasks and interactions.
- **Scalable System:** Future-proofed for industry evolution.
- **Seamless Integration:** Unified data and tools for enhanced operations.
- **User Training:** Hands-on workshops to ensure adoption.

Results

- **360-Degree Business View:** Comprehensive reporting at a click.
- **Modernised Processes:** Enhanced efficiency and data capture.
- **Increased Accountability:** Improved decision-making and customer interactions.



"The team at Mint® truly listened to our needs and delivered a system that elevates our processes beyond expectations."

Darren Kenyon, Managing Director

Conclusion

F. Ball's Salesforce transformation has streamlined operations, improved efficiency, and positioned the company for sustained success. By partnering with Mint®, they ensured a seamless transition, unlocking the full potential of their business.

Ready to future-proof 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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