

**BALL**



# case study

## 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

As a new Salesforce® user, F. Ball saw an exciting opportunity to maximise the platform's potential but needed expert guidance to get the most out of it:

- **Building Internal Knowledge and Confidence:** As Salesforce® was newly introduced, the team needed guidance to fully understand its capabilities, adopt best practices, and build confidence in using the platform effectively.
- **System Maintenance and Optimisation:** Ensuring the platform was always up-to-date and tailored to their needs required external expertise.

### Solution

Mint® delivers a customised Salesforce® solution and ongoing support to F. Ball through an active managed services agreement, driving continuous value and performance:

- **Proactive System Management:** Mint® handled updates, troubleshooting and customisations to keep Salesforce® aligned with business goals.
- **Tailored Support:** Mint® provided hands-on training and ongoing assistance, empowering the team to use Salesforce® with confidence.
- **Process Optimisation:** Mint® refined workflows to ensure Salesforce® was user-friendly and added value to daily operations.
- **Strategic Guidance:** With expert advice from Mint®, F. Ball could make informed decisions on how to evolve their Salesforce® strategy.



**Industry:** Manufacturing



**Products Used:** Service Cloud, Sales Cloud and MC Account Engagement

## Results

- **Enhanced Efficiency:** Streamlined workflows helped the sales team work smarter and focus on customers.
- **Confident Users:** Dedicated support ensured high adoption rates and ease of use across the team.
- **Self-Sufficiency:** Internal staff became confident in managing and troubleshooting the system.
- **Ongoing Expert Support:** With Mint® managing the platform, the team had peace of mind knowing help was always available.

**"Moving to Salesforce® was a big step for us, and we wanted to make sure we got it right. Mint® made the whole process simple. They guided us from day one, handled the technical side, and gave us the support we needed to feel confident."**

*Karl Brannigan, Sales Director*

## Conclusion

By providing expert guidance, hands-on support and customised training, Mint® ensured F. Ball maximised their Salesforce® investment. The tailored upskilling program empowered internal teams with the knowledge and confidence to independently manage and optimise the system, reducing reliance on external support and driving long-term efficiency gains.

**Need reliable Salesforce® support for your business?**

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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