



STERLING

case study



Industry: Manufacturing



Products Used: Sales Cloud

Company Overview

Sterling GP Ltd. is a UK-based truck body manufacturer specialising in high-quality beavertail truck bodies and concrete mixers, for the transportation and construction industries.

Renowned for their innovation and quality, Sterling supports a wide range of sectors by delivering durable, tailored equipment designed for real-world performance.

Challenges

The business identified several areas for improvement:

- **Developer-Level Expertise:** Sterling required access to advanced Salesforce® development skills without needing a full-time in-house resource.
- **Responsive Solutions:** Challenges and change requests often needed addressing at short notice.
- **Staying Current:** Ensuring Sterling's Salesforce® environment remained aligned with best practices and emerging capabilities.

Solution

Mint® supported Sterling in their use of Salesforce:

- **On-Demand Expertise:** Access to a pool of certified Salesforce® professionals ready to assist when needed.
- **Fast Issue Resolution:** Prompt turnaround on development tickets kept operations running smoothly.
- **Forward-Thinking Support:** Mint® advised on emerging tools and automation strategies to maintain innovation.

Results

- **Consistent Delivery:** Continuous access to expert-level support ensured minimal downtime.
- **Increased Agility:** Sterling adapted to changes quickly without delays from resource constraints.
- **Strategic Growth:** Time saved through support allowed internal focus on strategic development.



"Having Mint® on call is really valuable to us, any issue we've got they're fast to jump on it and have been a great help to keeping things running."

Rory James, Production Director

Conclusion

Partnering with Mint® gave Sterling the flexibility and reassurance needed to keep innovating with Salesforce®. With Mint®'s expert team on hand, Sterling has been able to respond rapidly to operational changes, explore new capabilities within the Salesforce® platform and implement technical improvements without delay. Their Managed Services Agreement provides not only consistent day-to-day support but also strategic guidance that positions Sterling to stay at the forefront of industry innovation. This partnership ensures their digital systems are always evolving in line with their ambitious goals.

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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