



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

Sterling identified ways to simplify data capture at source:

- **Manual Data Entry:** Time recording and build notes were tracked outside of Salesforce®.
- **User Experience Gaps:** The shop floor team needed a simple, guided tool.
- **Device Compatibility:** The solution had to work seamlessly on tablets.

Solution

Mint® and Sterling co-designed a user-friendly interface for the shop floor:

- **Custom UI Flow:** A step-by-step screen flow guided users through build inputs and time entries.
- **Touchscreen Optimisation:** Developed specifically for tablet use with easy navigation.
- **Seamless Integration:** Data feeds directly into Salesforce® for real-time tracking.

Results

- **Increased Accuracy:** Direct entry into the system reduced errors and improved traceability.
- **Greater Engagement:** Shop floor staff found the system intuitive and efficient.
- **Real-Time Insights:** Management gained instant access to build data and team performance.



"Mint's help in setting up our shop floor app has been extremely valuable to us, and the end result has been a substantial step forward in having live production data recorded properly in the right place, every time."

Rory James, Production Director

Conclusion

The shop floor data capture user interface represents a strong example of how thoughtful design and technical innovation can deliver meaningful impact at the operational level. By working closely with shop floor staff and understanding their day-to-day challenges, Mint® developed a solution that not only met Sterling's functional requirements but also significantly improved user experience. Mint®'s work translated business needs into a practical tool that supports quality, efficiency and continuous improvement.

Want smarter tools your team will actually use?

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