



case study



Industry: Manufacturing

Products Used: Sales Cloud

Company Overview

Talasey Ltd. is one of the UK's leading independent suppliers of landscaping solutions, offering a diverse range of products from paving to artificial grass. Known for quality, innovation and strong trade relationships, Talasey combines logistical expertise with digital transformation to support customer satisfaction and operational growth.

Challenges

Talasey noticed several opportunities to modernise manual workflows:

- **Paper-Based Process:** Sample requests were submitted via printed forms and placed in in-trays.
- **No Audit Trail:** There was no visibility into which accounts were requesting samples.
- **Hidden Costs:** Talasey couldn't quantify the volume or cost impact of samples.
- **Operational Delays:** The warehouse team had no real-time digital guide for pick and pack.

Solution

Mint® partnered with Talasey to automate the samples process using Salesforce® from end to end:

- **Digital Request System:** Users now enter sample requests directly into Salesforce®.
- **Live Picking Sheet:** Warehouse staff access pick lists via tablet with packaging guidance.
- **Real-Time Stock:** Inventory updates happen automatically as items are packed.
- **Courier Integration:** A custom CSV file auto-generates shipping labels and books delivery slots.

Results

- **Total Visibility:** Sample volumes and customer behaviour are now fully tracked.
- **Faster Fulfilment:** The warehouse works from live data instead of manual forms.
- **Cost Clarity:** Management can now assess the true ROI of sampling initiatives.



"Mint® took a messy manual process and made it digital, smart and measurable. Our teams love it."

Stuart Knipe, IT Manager

Conclusion

Talasey's investment in Salesforce® automation has unlocked major gains in visibility, accountability and efficiency. With Mint®'s support, a once-invisible process now delivers insight and drives sales. The result is a scalable, modern system that tracks the impact of every sample shipped. This transformation not only enhances internal workflows but also gives the business greater control over one of its key conversion drivers.

Still running critical workflows on paper?

Contact Mint® today:
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