



# Reducing Customer Request Backlogs Through Data Unification

## Client Overview:

A manufacturing dealer network relied on traditional, manual methods to handle customer requests and service follow-ups. With fragmented data and inconsistent processes, the team struggled to respond quickly and maintain strong customer retention outcomes for their clients.

## Key Challenges

- No defined process for managing and routing customer requests, causing delays
- Manual handling created bottlenecks and inconsistent follow-ups
- Customer data was fragmented across sources, limiting visibility and insight
- High transaction volume made it difficult to unify records and act on customer needs

## Solutions

- ✔ Implemented Salesforce **Data 360** to unify customer records at scale.
- ✔ Consolidated **40K–50K** records and processed **357K** data transactions to improve customer understanding.
- ✔ Recovered and included previously ignored data sources by removing bottlenecks.
- ✔ Delivered the program through 4 structured roadmaps, across 2 completed projects with 1+ ongoing.

## Impact



Improved speed and reliability in handling customer requests.



Restored usable data from blocked/ignored sources to strengthen customer profiles.



Enabled consistent segmentation and a foundation for retention-focused activation.

## Results



**60%**

data recovery



**40%**

efficiency improvement in 3 months



**4**

roadmaps delivered



**357K**

data transactions processed



**45K**

records unified and segmented



At mindZvue, we are committed to offering quality solutions at affordable prices. Our 8+ years-long commitment to the existing client is a testimony of results, consistency and growth. Through staffing, we are disrupting the tedious hiring process, which is relatively time-consuming and rigid.

We follow a flexible approach, i.e., you can hire for short-term or long-term from the pool of dedicated, experienced, and certified Salesforce developers.

## See our results



### 75+ Projects Completed

And the number continues to grow.



### Cost Cuts

Replacing hiring with staffing at affordable costs.



### 0 Dropouts for 8+ years

Happy clients with consistent results.



### Maximum ROI

Customized solutions for churning visible results.



### High Risk-Free

Army of certified Salesforce Developers.



### 97% + Renewal Rate

Our clients continue to renew plans-  
Salesforce Staffing or Managed Solutions.

## Our locations

**USA-** PLANO, TEXAS

**INDIA-** NAGPUR | PUNE

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