



salesforce



Customer Case Study

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How Persistent helped Aramine streamline Customer Relationship Management with Salesforce

We believe in our teams and are proud to have provided them with the best cloud CRM on the market. At Persistent, we particularly appreciated the constant focus on our objectives, the ability to listen, and the business and technical expertise.



Marc Melkonian,
Co-president, Aramine

We are very satisfied with the ergonomics of the new CRM.

The open communication with Persistent and its capacity to always stay focused on our objectives has added real value to the success of this project.

Marc Melkonian, Co-president, Aramine

The Customer

In the 1990s, Geneviève, Marc, and Christophe Melkonian joined the company founded twenty years earlier by their parents. As co-chairs, they were determined to continue Aramine's international growth. In just a few years, they've realised their ambition. Now represented in ninety countries, Aramine is a world-leading manufacturer of mining and underground equipment.

In 2019, proud of their success and determined to see the family business maintain its leading position, the co-directors took the next step. They decided to replace the in-house CRM and provide their teams with a modern solution appropriate for Aramine's current successes and worthy of the results to come.

Aramine's Technical Director, Emmanuel Voisin, turned to Persistent, a Salesforce integrator for more than 17 years with proven technical expertise and impeccable production industry references in the machinery and automotive sectors. Initial discussions confirmed that Persistent was the right partner for such a major project as they understood Aramine's challenges from the outset.

Key Information



Licenses

37

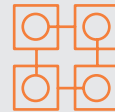
users



Duration

7

months



Integrations

ERP
(Prolog)



Products

Sales
Cloud

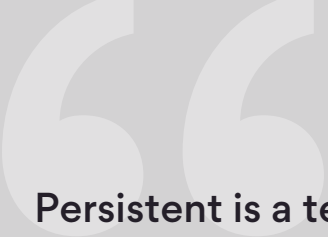


Proposed integrations

Pardot, CPQ, Community Cloud



www.aramine.com



Persistent is a team of competent and available professionals. I enjoyed managing this project, and I'm very satisfied with it because Salesforce is highly customisable and adapts well to our needs. I finally got the follow-up document for the salespeople I've always dreamed of, and it's just one click away.

Patrice Lepetit, Sales Director, Aramine

The Challenge

Aramine's principal objectives were to:

Increase flexibility — Aramine needed to replace an inflexible in-house CRM with a system that worked seamlessly for all the intermediaries in their sector. The system needed to address issues in traceability and reconciliation. They also wanted to simplify the management and monitoring of machine and spare parts sales teams and increase access to weekly reports.

Strengthen security — The in-house CRM allowed access to all of Aramine's customer files. Consequently, it was forbidden to log into the CRM outside the office. This was a massive constraint for highly mobile sales teams working in over 90% of Aramine's market outside Europe. On the road, sales teams were forced to create monitoring reports in MS Word and email them every evening.

Free up time for the IT department — As is often the case with any IT solution developed in-house, Aramine's CRM generated a significant workload for its IT teams. An overwhelming demand for maintenance and support meant IT employees often struggled to progress other company projects.

The Solution

- \\ Salesforce's Sales Cloud solution is installed and integrated with Aramine's ERP (Prolog). Teams now access the new CRM securely, anytime, from any device, even outside of Aramine.
- \\ Salesforce's proven and trusted capabilities allow users to do their jobs efficiently, without compromising their other responsibilities.
- \\ The new reporting system enables detailed monitoring of current offers, providing invaluable insights into lead conversion rates and opportunities.
- \\ At the customer's demand, Persistent also integrated service management into the Sales Cloud: now, requests for machine start-ups and repairs, and other after-sales service activities, are processed via the CRM.

I am very familiar with the different solutions on the market, but **Salesforce is my favourite!** The possibilities for customisation are endless, you can take it very far. This collaboration with Persistent confirms that **Salesforce chooses its partners very well, and rightly so: integration makes all the difference!**

Emmanuel Voisin, V-CTO, Aramine

The Result

Users of the new CRM praise its ergonomics and appreciate its flexibility. For Aramine, the benefits of Salesforce are multiple:

- Significant time savings for salespeople have freed up hours for acquiring new leads and supporting existing customers
- More responsive, efficient case management has increased customer satisfaction and loyalty
- Fewer oversights and increased productivity as a result of optimising task allocation and management systems
- Real-time updates to official reports have reduced the risk of errors and increased accessibility

This project was accomplished on budget with zero unforeseen impacts on Aramine's finances.

Next Steps

Based on our consulting experience, and technical expertise, Persistent is now Aramine's reference partner for all aspects of customer relationship management, including marketing.

Building on the success of this project, our collaboration continues with a roadmap that includes designing and implementing:

1

Pardot

Salesforce's Marketing Campaign Automation Solution

2

CPQ

an offer configurator for machine sales

3

Community Cloud

a customer portal for digital collaboration between Aramine and its customers

We are grateful for our relationship with Persistent as one of our trusted partners for the past 17 years. As a Platinum partner, Persistent's global Salesforce practice works side by side with us as we support our customer's success.



Leon Mangan
Salesforce SVP Alliance and Channels
EMEA & LATAM

Skills and Certifications

Management of complex multi-cloud projects. More than 420 certifications (Oct. 2020), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Heroku and Mulesoft.

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

www.persistent.com

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

France

Persistent Systems France S.A.S.
1 rue Berlioz
38600 Fontaine, Grenoble
Tel: +33 4 76 53 35 87
Fax: +33 6 16 99 35 56
Email: contact-france@persistent.com



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