

A black and white photograph of a car's engine compartment with the hood open, showing various mechanical parts like the engine, belts, and hoses.

How CEPTES MSP (Managed Service Provider) Boost your Business?

CASE STUDY

COMPANY OVERVIEW

The Hail Group, operates as a comprehensive automotive hail repair center. They strive to revolutionize the customer experience commonly associated with traditional body shop. By focusing on communities impacted by severe hail storms, they assist in the restoration of vehicles damaged by hail, working closely with insurance providers.

CHALLENGES

- The client was previously using traditional pen and paper approach.
- There was a desire to shift towards automation.
- The management was not able to make informative decisions as the data was repetitive and not qualitative.
- The company's internal IT team was responsible for the initial implementation but has limited bandwidth and expertise to handle ongoing maintenance effectively.
- Tracking and monitoring tasks and stages was a major pain point.
- The customer wanted to adopt a more modern system in order to keep up with evolving technologies and industry changes

SOLUTIONS

- **Digitization and Automation:**
To reduce the manual approach and paper work we have automated all the processes in one place. Lead generation and Management, Payment module, Inventory management, Appointment scheduler, Call/sms integration etc
- **Data Visualization and Analytics:**
The data gathered were used to create reports and dashboards. Which helped the management uncover patterns, extract information, make data driven decisions.
- **User Support and Assistance:**
Our team of knowledgeable salesforce professionals provide prompt and effective solutions, technical guidance to user queries and problems.

- Proactive System Evaluation and Solutioning provided by CEPTES
- Working closely with the customer to understand the unique needs and challenges and implementing salesforce solutions.
- Also used companies products like Xfiles pro which helps effective storage and overall cost reduction.

RESULTS

Automating the entire system has:

- Reduced the time and effort spent on the system.
- Increased efficiency.
- Provided a superior user interface.

Enhanced system performance:

- Performance optimization efforts have:
 - Improved system responsiveness.
 - Reduced page load times.
 - Eliminated frequent system errors.
- Users experienced a smoother and more efficient workflow.
- Increased productivity.

The solution has resulted in:

- Increased lead generation and lead conversion rate.
- Improved vehicle return TOT (Time-On-Tarmac) from multiple weeks to days.
- Increased customer satisfaction.

Scalability and future readiness:

- Integration enhancements have made the company's Salesforce instance:
 - More scalable.
 - Adaptable to future business needs.

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