

# Smart Choices, Smarter Homes

A CRM Transformation  
for Fleur-de-lis





# Laying the Foundation for Success

**Fleur-de-lis Home Center**, a leading name in the mobile home dealership industry, is leading the evolution of manufactured homes and is the premier destination for finding a quality mobile home with modern aesthetics. They are at the forefront of contemporary manufactured living.

Previously, they relied on an outdated system to manage their sales, inventory, and customer interactions. As they grew, so did the complexity of their operations. Their need for a single, integrated platform became apparent. The existing fragmented processes were slowing down document generation, data management, and mobility, which in turn affected both team productivity and customer satisfaction.





## Laying Down The Blueprint

# Tackling the Challenges Head-On



As Fleur-De-Lis looked to modernize and streamline operations, they approached DTC Force for a comprehensive Salesforce implementation that could serve as the bedrock for their future growth as they faced several operational inefficiencies

Their sales team struggled with slow document workflows, data spread across multiple screens, and an outdated system that wasn't mobile-friendly. Remote work was challenging, and the lack of automation in invoicing and service repair orders created delays in customer interactions.

These obstacles led to missed opportunities, slow response times, and reduced customer satisfaction. They knew they needed a robust solution to unify all their processes under one roof, streamline their workflows, and enable their team to focus on what mattered most—serving their customers and closing deals efficiently.



# Crafting a Tailored Salesforce Solution

To meet Fleur-de-lis' needs, DTC Force designed a custom Salesforce implementation focused on unifying their core operations.

We established a streamlined lead management process that enabled the team to track customer interactions and move from lead to opportunity seamlessly. A customized inventory management system allowed Fleur-de-lis to keep track of mobile home stock status in real-time, ensuring that sales and inventory data were always in sync.

Automated document generation and invoicing capabilities replaced their cumbersome manual processes, dramatically improving efficiency. With the Salesforce mobile app, the team could now access critical data on the go, empowering them to deliver faster, more personalized service.





Building Strong Foundations

# Innovative Solution to Revolutionize Processes

The implementation of Salesforce fundamentally changed how Fleur-de-lis operated. With a unified CRM platform, they experienced a marked improvement in team productivity and customer satisfaction. Tasks that once took hours, such as document generation and invoicing, were completed in minutes, freeing up valuable resources for higher-priority work. Real-time inventory tracking ensured that the sales team could provide accurate, up-to-date information to clients, improving the overall customer experience. The seamless integration of service repair orders and invoicing led to more organized workflows, and the mobile app allowed their team to stay connected and responsive even while on the move.







# Paving the Way for Future Growth with a Platform Built to Last

The transformation of Fleur-de-lis' operations through Salesforce has not only resolved their immediate challenges but also set them on a path for sustainable growth. With the ability to scale and adapt, the platform ensures that Fleur-de-lis can continue to evolve as their business grows. By having a unified system in place, they are better equipped to meet customer demands and maintain their competitive edge in the fast-paced world of mobile home retail. As their business expands, Salesforce will continue to serve as a cornerstone of their operations, ensuring they remain agile and efficient in a rapidly changing marketplace.



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