

WALKING AT THE SPEED OF LIGHT

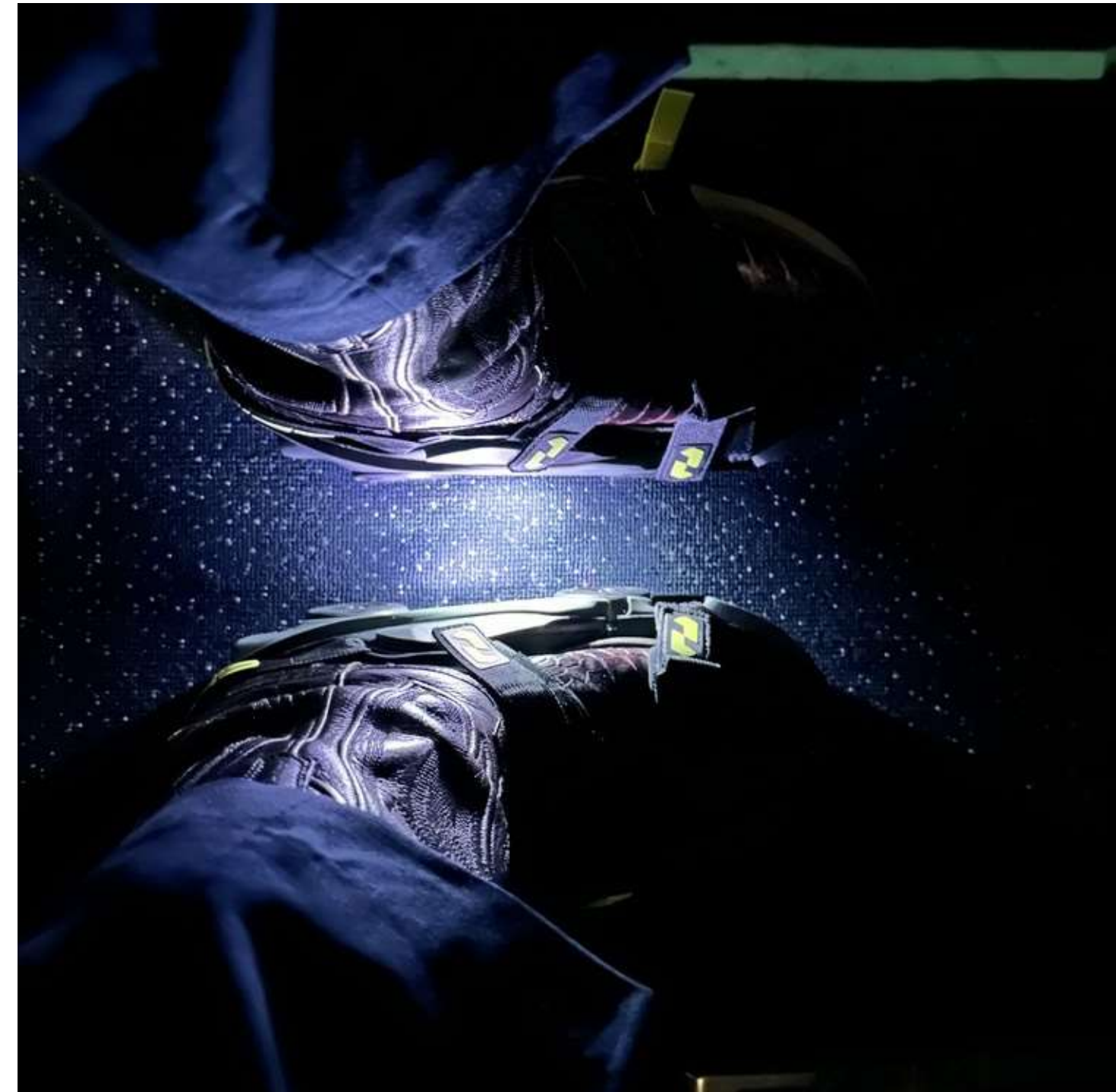


Custom Sales Operations
Transformation

Innovating Urban Mobility with Cutting-Edge Technology

Shift Robotics is a trailblazer in the mobility technology industry, known for developing cutting-edge products that revolutionize the way people move in urban environments. As a company dedicated to pushing the boundaries of what's possible in personal transportation, Shift Robotics has quickly gained recognition for its high-tech, user-centric products has rapidly emerged as a leader in its field.

However, as the company expanded, the need for a more robust and streamlined sales and customer management system became apparent. Shift Robotics sought a solution that could centralize its sales processes, enhance lead management, and provide a comprehensive view of its customer interactions—all while supporting the company's rapid growth trajectory.





Managing a Rapidly Growing Fast Paced Customer Base

As Shift Robotics scaled, managing the increasing volume of sales leads, customer data, and sales opportunities became increasingly complex. The company faced difficulties in tracking the entire lifecycle of leads, managing customer interactions, and accurately capturing sales opportunities due to fragmented systems.

These challenges hindered the efficiency of the sales process and impacted the company's ability to provide a seamless customer experience. Shift Robotics needed a comprehensive solution that could unify its sales operations, improve data visibility, and support the company's ambitious growth targets.

Unified Sales Management Solution

DTC Force delivered a customized Salesforce implementation designed to address Shift Robotics' unique needs.

- The solution included configuring a robust lead management system to effectively capture and nurture leads.
- Creating custom data structures to manage detailed customer information, and enabling the tracking of every interaction throughout the sales lifecycle.
- Additionally, the system streamlined account and opportunity management, allowing the sales team to manage multiple sales opportunities per customer with ease.
- The implementation also featured a standard quoting process, complete with custom price books, enabling Shift Robotics to automate and simplify the generation of accurate sales quotes.





Empowering Growth Through Automation and Insights

The Salesforce solution implemented by DTCForce has empowered Shift Robotics to drive growth and operational efficiency. With a centralized platform for all customer and sales data, the company now benefits from a unified view of its operations, leading to better decision-making and forecasting.

The automated sales processes have reduced the time required to manage leads and generate quotes, allowing the sales team to focus on building customer relationships and pursuing new opportunities. This transformation has not only resolved current operational challenges but also positioned Shift Robotics to continue its trajectory of innovation and growth in the mobility technology sector.

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