Industry Insider

DICONIUM

See how our partner diconium tackles challenges in the manufacturing industry. From big-picture problems to the specific needs of a senior sales engineer, diconium has it covered.

diconium, a part of the Volkswagen Group, is a Salesforce implementation partner that integrates strategic tools, including AI capabilities, into Sales Cloud and Data Cloud. Elevate your success by optimizing Salesforce features and functionality.

salesforce appexchange
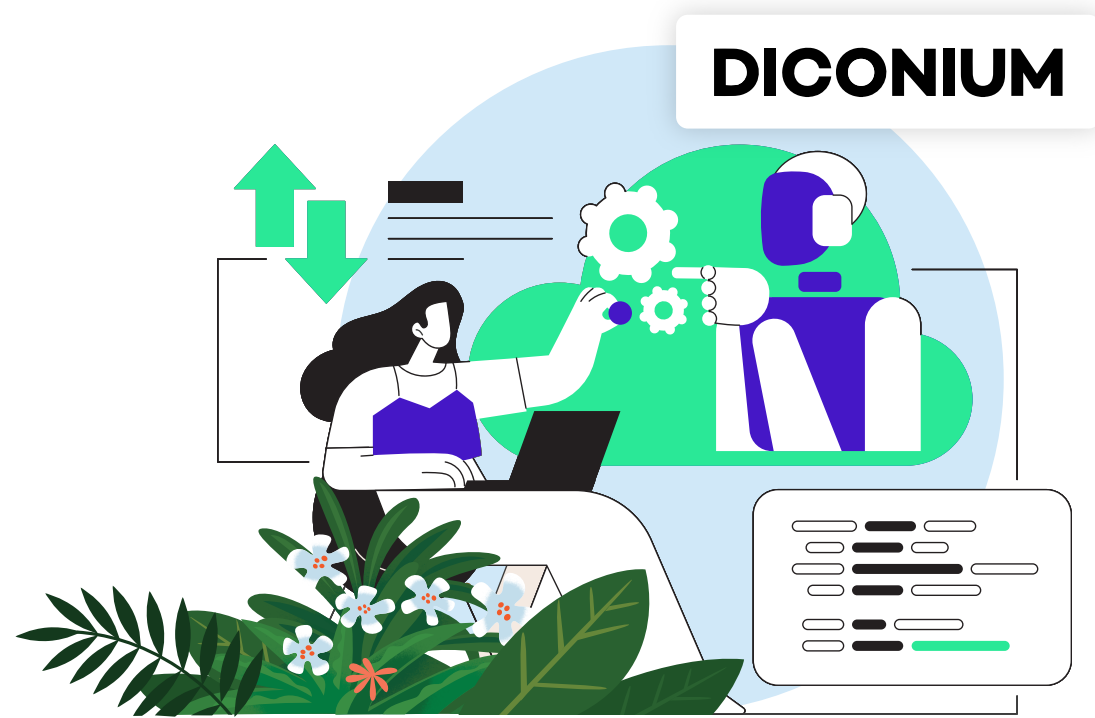
Here's how diconium helps senior sales engineers leverage the power of Salesforce.

Enhance Efficiency
Accelerate sales cycles with routine task automation, AI, and knowledge base assistance for product customization.

Improve Customer Experiences
Provide digital support and transparency while simplifying the buying process with AI-driven product recommendations.

Optimize Data Utilization
Inform strategy, personalize interactions, and tailor customized offers with a clear, unified view of each customer.

Accelerate Workforce Enablement
Onboard new hires quickly so they can contribute value to projects sooner.

Keep reading to see how diconium can help a senior sales engineer effectively adopt Salesforce to deliver solutions that exceed customer expectations.

The Solution

diconium helps manufacturing companies grow their business by implementing Salesforce.

Enhance efficiency through automation and reusability.

The Challenge: Manual tasks and siloed systems consume valuable time that could be better spent supporting customers, advancing orders, and constructing new offers.

The Solution: diconium helps sales engineers automate routine tasks and integrate data into their daily work to provide comprehensive purchase history, increase productivity, and reduce order processing time.

## Provide scalable and unified data management.

The Challenge: As business grows, compiling relevant data across disparate systems makes it more challenging to get an accurate and comprehensive customer snapshot and adapt the sales strategy accordingly.

The Solution: diconium's Data Cloud implementation process provides you with a unified customer view and reduces data retrieval time. The result: More personalized customer interactions and faster proposal preparation.

Improve the customer experience.

The Challenge: A lack of centralized data results in slower response times and poor transparency, delaying the order proposal process and introducing customer doubt.

The Solution: diconium helps manufacturers leverage Salesforce features like Sales Cloud, AI, and chatbots to enhance the customer experience with real-time pricing, virtual consultations, and comprehensive purchase histories.
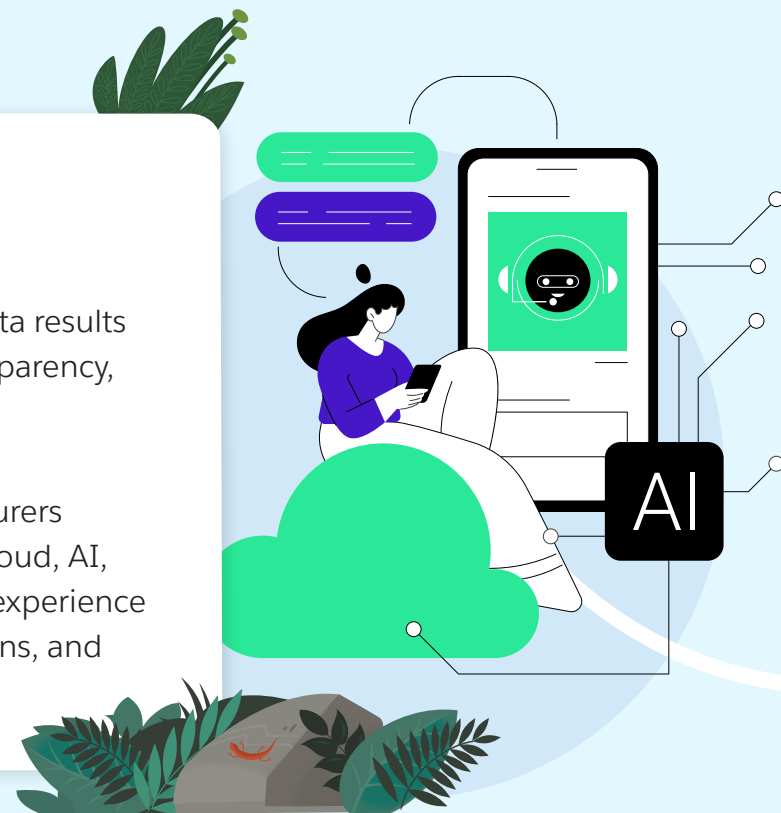
Onboard faster for improved collaboration.

The Challenge: Complex business environments can cause onboarding new team members to drag on for months, hindering collaboration and diminishing their productivity.

The Solution: diconium accelerates onboarding by introducing new hires to collaborative Salesforce features and AI-driven insights, enabling them to become effective more quickly and enhancing team dynamics.

The Scenario

In this example, let's explore how a senior sales engineer can leverage diconium's Salesforce implementation services to boost efficiency and enhance the customer experience.

Tiffany Schmidt

Senior Sales Engineer

Tiffany is responsible for managing complex sales processes and ensuring customer satisfaction.

Her extensive experience in the manufacturing sector, strong technical expertise, customer-oriented approach, and ability to adapt to new challenges make her a key player on the sales team.

Her Goals:

- Efficiently gather customer requirements for accurate and timely proposal preparation
- Streamline negotiations
- Effectively manage customer inquiries and change requests
- Quickly onboard new hires

Her Challenges:

- Manual tasks and cross-referencing systems reduce efficiency and accuracy
- Fragmented processes impede clear customer communication
- Increasing complexity makes data difficult to retrieve and maintain

diconium solves Tiffany's challenges by helping her to:

Automate tasks and efficiently locate data.
By automating repetitive tasks and integrating all data into a unified view, Tiffany can quickly respond to customer needs and exceed expectations.

Delight customers.
A digital sales process with transparency, flexibility and real-time pricing keeps Tiffany's customers engaged and informed, which builds trust and loyalty.

Keep up with changes as the business scales.
As the product suite expands, Tiffany can still offer complex, tailored customizations thanks to easy data access.

Learn more about diconium