

CASE STUDY

**Gasoline Distributor Streamlines Daily
Operations with Salesforce Platform**

softserve

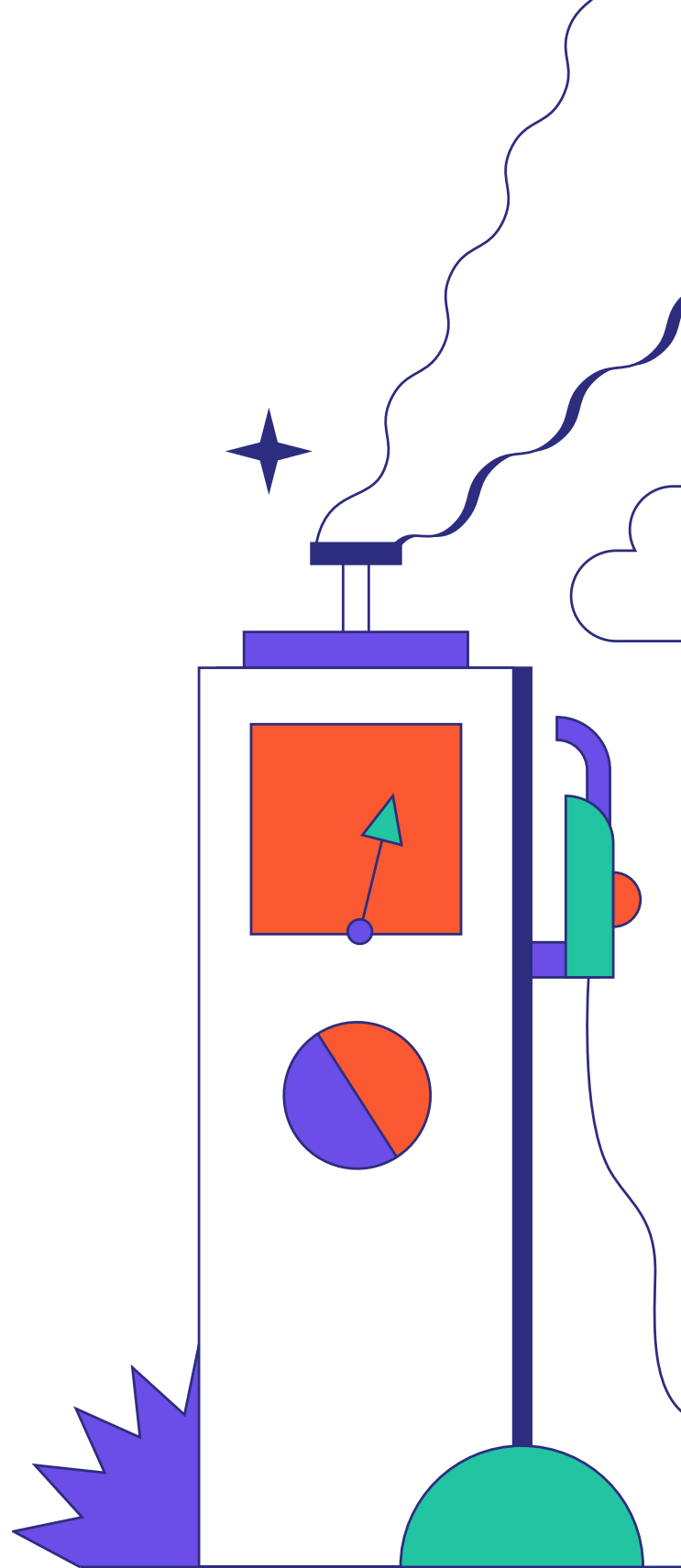
Client Background

Our client is a provider of gasoline distribution and fuel marketing in the US.

Business Challenge

Our client experienced difficulties in identifying the root causes of common problems that affect daily operations:

- Transparency in business analytics: orders, issues, payments tracking
- Creating complex orders, calculating pricing and taxing
- Monitoring quality of shipped gasoline, tracking gasoline leakage issues, a mixture of other substances in gasoline, temperature conditions, or potential theft
- Supporting truck drivers and resolving potential issues



Project Description

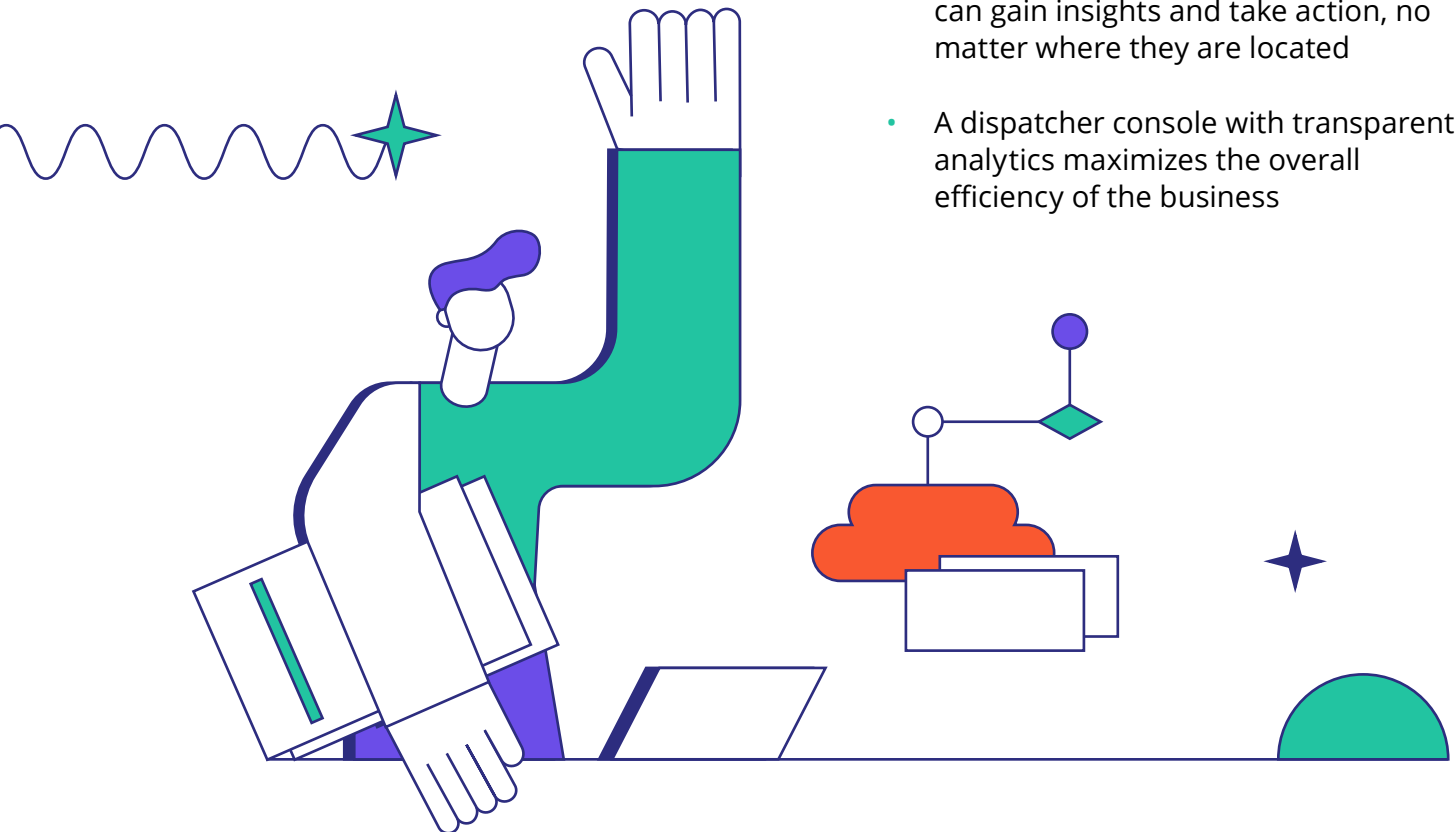
To improve the company's operational and analytics capabilities, SoftServe developed an IT solution based on the best logistics industry practices and by deploying Salesforce Platforms: Sales Cloud, Service Cloud, Community Cloud.

The client's former system was advanced by:

- Sales management module
- Order management module
- Dispatcher console
- Service management module
- Customer community

Value Delivered

- The improved sales process and ordering allows our client to avoid costly mistakes and simplify the approval process
- A centralized asset tracking solution consolidates inventory, reduces theft, and tracks revenue
- A ticketing system helps to resolve issues faster and improve customer satisfaction
- Integrated fleet management software maximizes margins by ensuring all the gasoline on a truck is as efficient as possible
- Mobile-friendly interface enhances productivity by ensuring management can gain insights and take action, no matter where they are located
- A dispatcher console with transparent analytics maximizes the overall efficiency of the business



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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