



Customer story

Lire en français

How Persistent helped Lennox modernise their spare parts sales and maintenance systems with Salesforce

Persistent Systems France has been an excellent listener right from the first exchanges with the sales representative and the project manager. I really appreciated their direct, honest and always open to compromise approach, as well as their very user-oriented side.



Thierry Gayvallet

Head of Maintenance, Spare Parts and Sales, Lennox EMEA

Key numbers:

1960: Lennox is established in Europe

More than **900 employees** in Europe

3 production units in France and Spain

160 employees dedicated to sales and service

Represented in **40 countries**

The client

Lennox EMEA is a leading global supplier of temperature control solutions for heating, ventilation, air conditioning and refrigeration (HVAC&R) and Europe's largest provider of rooftop air conditioning units.

For over 60 years, the company has supplied its products to hospitals, shopping centers, hotels, restaurants, data centers, warehouses and the logistics and industrial sectors across Europe, the Middle East and Africa.

Lennox EMEA delivers HVAC&R solutions in 3 brands:

- \ Lennox
- \ Friga-Bohn
- \ HK Refrigeration.

Lennox's collaboration with Persistent Systems France centred on updating and streamlining its spare parts sales and maintenance services.

Discover more about Lennox: www.lennoxemea.com/fr/

Key facts



Duration

10

months (phase 1)

8

months (phase 2)



Licences

180

users



Products

Sales Cloud,
Service Cloud,
Field Service, CPQ



Integrations with
3 ERP

SAP in Spain
Produflex in France
Globe Synergy in
the UK, Benelux,
and Germany.



Countries concerned

France, Spain, United Kingdom,
Benelux, Germany

The challenge

As an established European leader in air-conditioning unit sales, Lennox EMEA wanted to modernize its management of spare parts sales and servicing and strengthen its customer relationships in this key business activity.

In short, Lennox needed to:

- \\ **Adopt efficient and up-to-date software and tools** that were easy and satisfying for customers to use.
- \\ **Simplify the user experience**, so customers were no longer obliged to navigate between different tools to find information.
- \\ **Streamline the IT architecture** based on highly customized and sometimes redundant tools that were difficult and expensive to maintain.

Spare parts sales and maintenance has five component services:

- \\ Intervention planning
- \\ Field service provided by technicians
- \\ Sales of spare parts and related services
- \\ Technical support
- \\ Quality analysis.

Historically, the tools used to deliver each service differed in each European country. Consequently, tracing and tracking customer support requests across these different tools was time-consuming and wasteful.

The solution

To enable Lennox to centralize information in a single system accessible to customers, Persistent implemented the following Salesforce solutions:

- \\ **Sales Cloud**, for automating and managing sales processes.
- \\ **Service Cloud**, to record and store data on commissioning, warranty and optimization work done on the machines.
- \\ **CPQ** (configure, price, quote) to simplify the production and delivery of competitively priced servicing and spare parts sales quotes.
- \\ **Field Service**, to support customer service teams in the field.

The solution is designed to gather all data related to customer service, intervention planning and spare parts sales and make it easily accessible, even on the road.

Particular attention was paid to streamlining the technicians' user experience. Now they can manage interventions on-site from start to finish via a smartphone or tablet.

The European deployment took place in two phases:

- 1\ France, Spain, and Lennox's distribution network
- 2\ The United Kingdom, Benelux, Germany

The result

Today, Lennox's European teams benefit from a modern and intuitive solution for managing both sales and maintenance of spare parts.

Replacing multiple tools, with single access via Salesforce puts job schedules, machine serial numbers, and customer histories at everyone's fingertips. Technicians in the field can update information easily via their smartphones or tablets.

The new solution allows Lennox EMEA to:

- \ Promote timely, efficient spare parts sales and after-sales service
- \ Collaborate with clients to further improve services
- \ Save time and make efficiencies
- \ Present a more modern and dynamic image to attract and retain customers and talented staff more easily
- \ Monitor and evaluate customer intervention histories to help increase market share.

The next steps

Persistent and Lennox EMEA's collaboration continues with new spare parts management enhancement projects and incorporating Salesforce in other services.

We are very satisfied with our relationship with Persistent, which is one of our partners in trust since 2003. As a partner Platinum Salesforce, Persistent works with us to contribute to our clients' success.



Leon Mangan

Salesforce SVP Alliances and Channels
EMEA & LATAM

About Persistent

We are trusted partners of many innovative companies, supporting them in digital transformation projects.

We add value by combining technical expertise in digital engineering with in-depth knowledge of the specific sectors in which our clients are leaders. Our solutions give clients a genuine and sustained competitive advantage, allowing them to anticipate the future and surpass their own and others' expectations.

Our 21,500 employees in 18 countries work with leading global companies. Our experts are at your service throughout France, from our Grenoble, Lyon, Mâcon, Lille, Nantes and Paris offices.

We promote a people-oriented work environment driven by shared values.

Skills & Certifications

Managing complex multi-cloud projects. 600+ certifications (Feb. 2022), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku, and Mulesoft.

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