



CUSTOMER SUCCESS STORY

# Titan Improves Customer Interactions in the Service Cloud



## Keter: A Global Leader in Manufacturing

For over 70 years, Keter has been creating products inspired by how people live and designed to enhance the quality of life. The company is now the global leader in innovative consumer lifestyle solutions.

To leverage the full potential of its Salesforce platform, Keter collaborated with Salesforce Service Partner, Enventiva, a company that delivers advisory and managed services.



### Industry

Manufacturing, Furniture

### Customer since

2022

### Products

Titan Web

### Features

Powerful Integration, Web forms



## Intuitive Technology to Enhance the Salesforce Customer Service Journey

Keter wanted to create its first direct-to-consumer channel and wanted to invest in technology to form a more personal connection with customers.

To elevate the customer experience, Keter needed tailor-made contact forms to facilitate communication with customers. The data needed to be shared in real-time with full integration to Keter’s website and to the Salesforce Service platform. Keter required a robust and reliable solution that could integrate seamlessly with Salesforce.

## Keter achieves Efficiency in the Service Cloud

Keter turned to their Salesforce Service Partner, Enventiva, to simplify the company's business processes and improve user experience. Enventiva implemented Titan's solution designed specifically for their website's user interface.

Enventiva designed and implemented intuitive contact forms for Keter, allowing a complete and seamless Salesforce experience, with records automatically updated in Salesforce. In this customer journey, success means cross-collaboration between Titan, Salesforce, Enventiva, and Keter to achieve faster business agility and digital transformation.



## Fast Results for Keter



### Seamless Salesforce Integration

Titan's 100% integration with Salesforce provides users with a unified experience.



### Expansion to Global Markets

The company has effortlessly streamlined expansion to global markets, allowing customers to make purchases and payments easily.



### Streamlined Digitization with Titan

Keter's end-to-end processes are now entirely digitized with Titan and compatible across devices for easy access to products and services.



### Consistent Customer Experience

The company provides consumers with a consistent and intuitive online customer experience.



### Increased Visibility and Agility

Keter has increased visibility and agility with the Titan e-commerce portal designed with zero code.