



Tambour Cuts Customer Onboarding From 10 Days To Minutes

 Industry: Manufacturing	 Customer Since: 2021	 Products: Experience Studio	 Features: Web Forms, eSign, Flow
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COMPANY BACKGROUND

[Tambour](#) is the largest Israeli industrial manufacturer, established in 1936, producing paint, plaster, plasterboard, and construction-related materials.

They operate six factories across Israel and are supported by a nationwide distribution network of over 1,000 points, with a growing international presence across Europe, Africa, and Asia.

TAMBOUR'S CHALLENGE

Agents completed booklets during customer visits, which were returned to the office for processing. When customers were in remote locations or paperwork was delayed reaching the office, onboarding could take 10 days. Errors required agents to revisit customers, extending timelines.

Teams relied on binders to store documents, making it difficult to locate and verify records.

When paper-based steps failed, agents and employees resorted to sending photos via smartphone, leaving information outside Salesforce.

TITAN'S SOLUTION

Titan Experience Studio was used to replace paper-based onboarding and internal processes.

Agents complete onboarding forms on a tablet during customer visits. Forms capture customer details and documents, eliminating the need to return paperwork to the office. Agents trigger agreements, which are signed and stored against customer records.

Internally, Tambour replaced disconnected forms with Salesforce processes, ensuring requests are captured and routed to the right teams.



KEY RESULTS

- ✓ **Onboarding from 10 Days to Minutes:** Customer onboarding is completed on-site and submitted directly to Salesforce, removing delays caused by paper handoffs and office processing.
- ✓ **Field-to-Salesforce in Real Time:** Agents capture and submit customer data from anywhere, without returning to the office or re-entering information later.
- ✓ **Rework Removed from Onboarding:** Forms validate whether a customer record exists in Salesforce before submission and route incomplete cases correctly, removing the need to revisit customers or re-sign documents.
- ✓ **Faster Back-Office Review:** Credit and finance teams review signed documents directly in Salesforce, without searching through physical binders.
- ✓ **Secure, Centralized Document Storage:** Customer files are stored against the correct records in Salesforce, ensuring consistent handling of sensitive information.
- ✓ **Fewer Internal Routing Errors:** Moving internal marketing and sample request processes into Titan and connecting them to Salesforce reduced order mismatches and ensured requests reached the right place.

“The Titan team is excellent. They respond immediately and help overcome any challenges.” – Galit Lahav, Salesforce Implementer at Tambour