



Red Drum Trading Inc. Leveraged inoday's Expertise to Implement and Integrate Salesforce

Location: **USA**

Introduction

This case study showcases how inoday, a leading digital transformation and cloud solutions provider, empowered Red Drum Trading Inc., a prominent player in the manufacturing and distribution sector, to scale its operations and enhance customer engagement through Salesforce CRM.

The implementation and integration of Salesforce helped the business unlock new levels of efficiency, agility, and customer satisfaction.

About Red Drum Trading Inc.

Red Drum Trading Inc. has partnered with Sinopec, one of the world's largest oil refiners and chemical manufacturers, to bring premium lubricants to the North American market. Their mission is to deliver high-quality products at competitive prices with exceptional customer service, providing a credible alternative to traditional oil giants.

As the authorized distributor of Sinopec's full product line in North America, Red Drum Trading Inc. serves a wide range of corporations and businesses. With advanced products and strong supply chain capabilities, they are positioned as a leading force in the American lubricants market.

Business Challenges

The company was managing both accounting and customer relationship data under a single ERP platform. However, the ERP lacked critical CRM capabilities such as customer interaction tracking, advanced lead management, and sales forecasting. This created operational inefficiencies, limited customer insights, and reduced agility.

To address this, Red Drum Trading Inc. thought of a robust, scalable, and flexible CRM platform that could integrate seamlessly with their existing ecosystem and support their rapid growth.

Solution Delivered by inoday

inoday conducted a comprehensive analysis of Red Drum Trading Inc.'s unique business model and processes. Based on the insights, they implemented Salesforce CRM tailored to the company's operational needs.

The solution included end-to-end integration with the company's ERP system and external platforms such as:

- ➔ **E-Commerce channels (Shopify, Amazon, and eBay)**
For real-time order, payment, and invoice synchronization
- ➔ **RingCentral**
For seamless communication and real-time customer service data
- ➔ **Kulturra**
For secure payment processing
- ➔ **Existing ERP (ORACLE NetSuite)**
For unified operations across finance and inventory

Key Features & Benefits of the Implementation:

- ➔ **Operational Scalability:** Streamlined workflows enabling sales and service teams to handle growth effortlessly
- ➔ **Unified Customer View:** 360-degree view of customers, including order history, interactions, and support cases
- ➔ **Automated Sales Process:** Efficient lead tracking, automated follow-ups, and sales pipeline visibility
- ➔ **Data Security:** Platform encryption, access controls, and real-time updates ensure data integrity and compliance

Result

The Salesforce implementation by inoday delivered measurable outcomes for Red Drum Trading Inc., including:

- ➔ **32% increase in customer retention**
- ➔ **30% growth in Customer Lifetime Value (CLV)**
- ➔ **Significant improvements in operational efficiency and data management**
- ➔ **Scalability to meet demand surges without compromising performance**
- ➔ **Enhanced security posture through modern authentication and encryption measures**

With Phase 1 successfully completed, the company is now advancing to Phase 2—integrating shipping and tracking systems with Salesforce to further streamline logistics and fulfillment.

Conclusion

inoday's strategic Salesforce implementation enabled Red Drum Trading Inc. to evolve into a more agile, data-driven, and customer-focused organization. With enhanced system functionality, real-time insights, and seamless integrations, the company is now well-positioned to scale operations and focus on delivering exceptional customer experiences.