



**Empire Today needed a tool that would help grow their commercial processes, differentiate their services in the home improvement market and improve the efficiency of their internet processes. Their legacy solutions were not mobile enhanced, and customers had no way to access the data they needed either via a desktop or a mobile-friendly solution.**

Overall, the organization needed a solution that would integrate their existing Salesforce Sales Cloud solution. It needed to be user-friendly and allow their customers to place orders and get support when needed. They needed a solution that would be 100% secure in order to process credit cards and display financials to their customers.

In response to these challenges, Empire Today partnered with SMBHD to create a completely unique customer experience with a mobile solution. A solution that makes ordering new flooring as simple as ordering two tickets for the big game or concert.

Leveraging Salesforce's highly scalable Community Cloud, SMBHD implemented a custom user interface that provided customers with an interactive order wizard. Using a combination of Lightning Components and custom APEX, SMBHD provided a solution so any commercial customer can re-floor an entire room, apartment, or complex with a couple of clicks.

**"The Salesforce Community was exactly what we were looking for, and we have already engaged the team on several additional projects."**

**JARED MATHUSEK**, Direct of Commercial Administration

#### **CUSTOMER**

Empire Today, LLC  
www.empiretoday.com  
Northfield, IL

#### **COMPANY PROFILE**

Employees: 1,001 - 5,000  
Industry: Retail, Home Improvement

#### **ABOUT**

Empire provides services to residential and business customers with a wide selection of products suitable for homes, small businesses, organizations and commercial applications.

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#### **SOLUTION AT A GLANCE**

Salesforce Sales Cloud  
Salesforce Customer Community  
Salesforce Platform

#### **COMPONENTS**

Salesforce Knowledge  
Order Management  
Customer Support  
Single Sign-On (SSO)

## A mobile-first, integrated approach to provide a dynamic, self-service ordering platform for commercial customers.



After the installation the customer could access the Salesforce Community to access a Customer Support Page including contact information for their entire account and support team. A Knowledge Page helped consolidate FAQs, and a custom Order History Tracker for invoices were implemented to decrease the number of calls that customer support received. Additionally, we created a self-serve Account Management interface for adding/dropping user security levels. We created a web-to-lead interface to handle new RFPs. We implemented Community Cloud that integrates with Sales. And finally, we implemented Single Sign-On (SSO) for added security (2-step authentication).

### RESULTS

Empire Today now has a mobile solution that allows for a quick two-step point-and-click “StubHub-like” ordering process. Ordering is now a visual-based user experience. All a customer needs to do is log into Salesforce Community via their desktop or mobile device, pull up the floor plan of their properties, then point-and-click to place an order.

Their customers can now use any device while walking through a property and quickly customize their orders by building, floor, unit, and room which includes the ability to completely customize their product combinations.

As Empire Today’s sales team likes to say, the new site makes it “Easy to buy, Easy to Sell, Easy to Install, and Easy to Make Money!”

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