

Dreamforce 2018 – Manufacturing Industry Session

25
TUE

Accelerate ROI with Unified B2B Commerce, Sales, Service, & Community 08:30- 08:50
Palace Hotel | West Theater

Description

Salesforce's newest B2B commerce functionality natively utilizes Salesforce CRM data. This means when B2B Commerce is combined with Marketing, Sales, Service, and Community Clouds, companies gain a 360-degree view of customers across channels and insights that drive incredible ROI.

[More Information](#)

26
WED

Fiat Chrysler Automobiles Deepens Customer Loyalty through Recall Transformation 11:30 - 12:10
Marriott Marquis | Foothill F

Description

Learn how Fiat Chrysler Automobiles (FCA) improved customer experience by transforming warranty and recall management in partnership with Tata Consultancy Services (TCS).

[More Information](#)

25
TUE

How to Successfully Innovate: A Design Thinking Workshop 11:00 - 12:40
Moscone West | Room 2010

Description

Learn how to identify unmet needs and apply the structured framework that design thinking provides to understand and pursue innovation in ways that contribute to organic growth and add real value to your employees and customers.

[More Information](#)

26
WED

The Future of Sustainable and Responsible Organizations 15:00 - 15:40
Metreon AMC Theatres | Level 3, Theater 12

Description

Can transparency help companies forge a sustainable path for the future? And what technologies can we leverage to help us get there? Join us for a discussion to explore the ways organizations are becoming more environmentally sustainable and ethically responsible.

[More Information](#)

25
TUE

Bridge the Gap between Customer Product and Factory with Tacton CPQ 14:30 - 14:50
Moscone South | Partner Theater 3

Description

Industry 4.0 is underway. Manufacturers can succeed in this transformation if they streamline processes and ensure a connection of customer needs, product planning, engineering and fulfillment.

[More Information](#)

27
THU

Reach Your Small Business Customers with Self-Service B2B Commerce 08:00 - 08:20
Palace Hotel | West Theater

Description

For many companies, reaching SMB customers is a challenge. Businesses often spend a lot of money to sell and service smaller accounts. At the same time, B2B buyers demand a robust, online ordering option.

[More Information](#)

26
WED

Build Trust and Transparency Around Your Data with Community Cloud 08:00 - 08:40
Palace Hotel | Ralston Room

Description

As companies are increasingly using data intelligence to understand and serve customers better, it's critical that they are accountable to an individual's rights to privacy and security.

[More Information](#)

27
THU

Customer Centricity and Intelligent Marketing: A Volvo Case 10:00 - 10:20
InterContinental Hotel | Industries Theater 01

Description

Volvo is undergoing a complete transformation to launch a new take on premium and to win the next wave of mobility.

[More Information](#)

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27
THU

Five Steps to World-Class Digital Customer Service 16:00- 16:40
Marriott Marquis | Yerba Buena Salon 1-3

Description

Great customer service means enabling a digital experience that's personalized and consistent across all channels. To do this, leading companies are capitalizing on digital channels like online self-service, social, messaging, and chat to create incredibly productive and rewarding experiences.

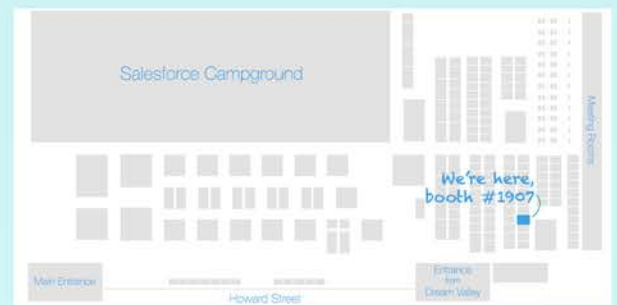
[More Information](#)



Join DBSync at Booth #1907
Moscone Centre | 747 Howard St, San Francisco

Description

DBSync is a single integration and replication platform, which allows to eliminate the need of huge manpower or specialized software to do manual data entry. The platform can be configured as per business needs and extended when business overgrows a certain tool or wants to change one in a midway. DBSync platform offers the fastest way to integrate and replicate Salesforce with popular cloud apps.



[More Information](#)

28
FRI

From Great Products to Great Experiences 10:30 - 10:50
InterContinental Hotel | Industries Theater 01

Description

How do leading B2C companies like Apple, Nike, and Starbucks leverage Design Thinking to innovate and outperform the S&P 500 by 211%? How can B2B manufacturers incorporate this into their strategy to do the same?

[More Information](#)

28
FRI

Selecting B2B Commerce Technology That's Right for Your Business 12:00 - 12:20
Palace Hotel | West Theater

Description

Join this session to learn how to implement the right technology to reach your business customers. A strong digital platform is a must have - and many companies are faced with the question: "Should we build our own customer commerce platform or buy a purpose-built eCommerce solution?"

[More Information](#)

28
FRI

Win Distributors with PRM & Commerce 12:30 - 12:50
Palace Hotel, | West Theater

Description

Distributors play a major role in getting manufacturing and consumer goods companies' products in the hands of the end customer.

[More Information](#)
