

About New Leader Manufacturing

New Leader Manufacturing is a manufacturer of agricultural and road maintenance equipment. New Leader supplies parts and equipment for Original Equipment Manufacturers (OEMs) through a partner network across two primary business lines: New Leader and Hi-Way. From new equipment and parts to service and maintenance, New Leader offers quality construction and support to keep clients running for the long haul.




NLM's Challenge

New Leader Manufacturing (NLM) has a network of over 250 US dealers and needed a better way to communicate and conduct business with them. Their previous customer portal lacked updated navigation features for users and was limited in development potential. NLM wanted to take more ownership and control of their processes, operations, and dealer communications and build a new system with flexibility and growth in mind.

NuAge's Solution

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CLOUDS USED

-  Experience Cloud
-  Service Cloud
-  Sales Cloud

SYSTEMS REPLACED

Custom Service Portal

SALESFORCE INTEGRATIONS

Salesforce CRM

Results + Ongoing Innovation

Post-implementation, New Leader Manufacturing has grown its Dealer Portal from 300 to 1,000 users. Because of the direct, streamlined service portal, they're fielding fewer phone calls and emails in their service department. The New Leader team is saving time and can now focus on higher-value work, with the peace-of-mind their dealers have access to important information when they need it. With one centralized engagement platform, New Leader has better insight into its dealer community and can use its sales and marketing data to learn about and engage with customers now and in the future.

"We loved our experience with NuAge Experts. Our setup is complicated because we don't have a standard, straightforward business model. Everyone at NuAge invested in understanding the business and was able to support the vision as a result. They communicated effectively, had great follow-through, and took the initiative when it came to research and solutioning.

Their solution opened up many more doors for us and our dealer community and is creating opportunities for larger-scale service and creativity without any roadblocks."

Meagan Wagner
Marketing Manager
New Leader Manufacturing