Decryptic Services & Nakamoto Forestry

Phone Intake Flow - Partnership Success

December, 2021

Highlights

- Identifying a need and implementing a quick fix solution on a fast timeline.

- Helping the team prevent lost leads through a consistent tracking process.

NAKAMOTO FORESTRY

Decryptic Services, LLC

Overview

About Nakamoto Forestry

Nakamoto Forestry is the largest producer of authentic Shou Sugi Ban (yakisugi) in the world and has recently expanded distribution to North America with inventory in Portland, Oregon. Nakamoto Forestry is owned by the Nakamoto family and headquartered in Hiroshima prefecture on the west side of Japan. Nakamoto Forestry has several thousand acres of managed forest in Hiroshima adjacent to a national park and not far from the Miyajima Shrine. They have owned and managed large tracts of forest for decades, using the logs their harvest teams bring in to mill the most consistent Shou Sugi Ban (Yakisugi) available anywhere.

Challenge: Inefficient Phone Intake Process

Nakamoto Forestry came to Decryptic with an inefficient and disorganized process they were using to log their incoming phone call requests. Jotting down phone call notes using pen and paper created disjointed tracking and was not scalable as they grew their North American presence.

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Where They Were

Nakamoto Forestry had a very manual and cluttered process for collecting information from inbound phone inquiries.

Where They Wanted To Be

They needed a quick and easy way to log incoming calls to the appropriate inquiry type and allow sales and customer service to follow up accordingly.

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The Solution

Phone Intake Flow

After identifying the need with the Nakamoto team, Decryptic created, tested, and pushed to production a flow that allows Nakamoto to input inbound call information directly into their Salesforce instance and database.

The flow allows the team to capture all pertinent call data and assign it to the appropriate task queue to be worked on in the order received. Not only did the flow help speed up the process of capturing and storing information, but it also made the information easier to prioritize and organize within the system, driving efficiency from end to end.
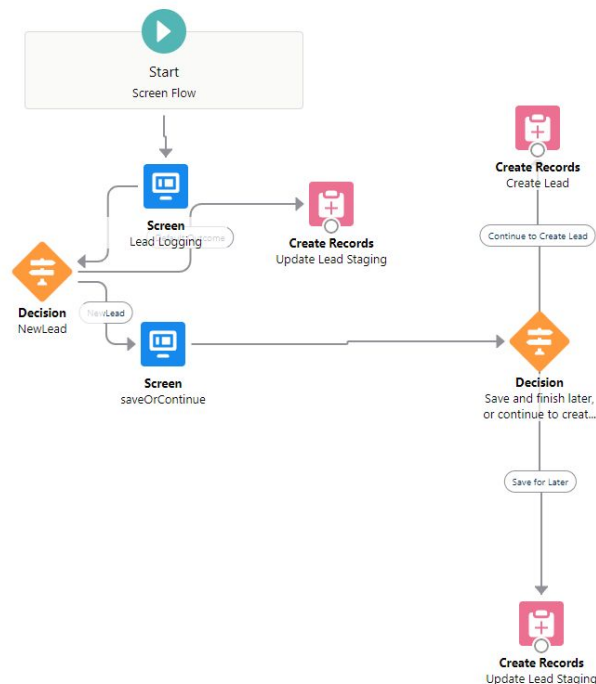
Ease of Use & Access

Once the flow was live, Decryptic then added the flow component to Nakamoto's Salesforce home screen via the Lighting App Builder to be easily accessed by the entire team, from sales to customer service.
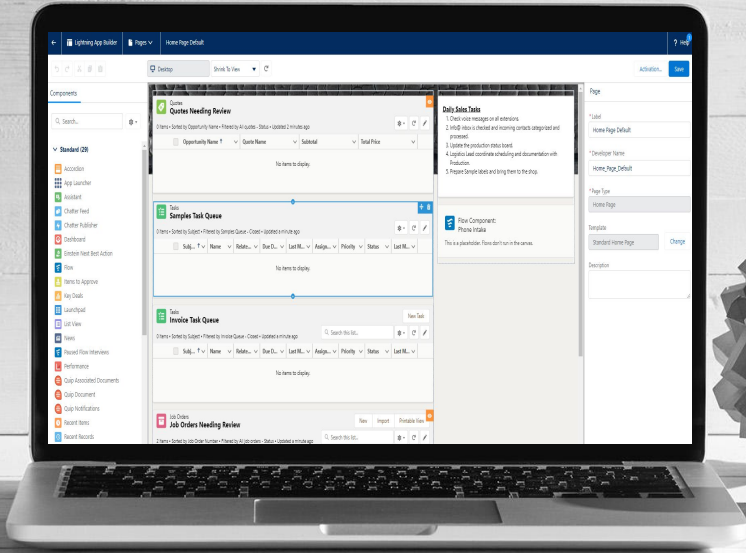
The Results

Improved Organization for Customer Relationships

With the new intake flow embedded into Salesforce, Nakamoto Forestry employees and sales reps are able to organize their data and assign comments or update the information to the correct customers, leading to improved customer relationships and overall employee productivity.

Phone Intake

Qualification

Call Notes

☐ New Lead

Name

*First Name

*Last Name

Phone

Email

you@example.com

*Inquiry Type

--None--

Volume of Wood (ft²)

☐ Is the project designed/specified so that our product can be used?

Priority Info

Property Type

○ Residential
○ Commercial

Location

☐ Interior
☐ Exterior

☐ Product Specified

☐ Contractor Hired

☐ Project

Owner   Designer   Contractor

Agent   Architect   Sub-Contractor

Secondary Info

Project Start Date

Color or Level of Flamboyance

How picky, critical, or difficult is the customer?

☐ Construction Details Defined

☐ Meets Minimum Installation Specification

☐ Customer is a Developer

☐ Understands Receiving and Installation

Next

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Quicker Note Taking & Tracking

With a more efficient process in place, employees can now take and save notes quickly while multiple calls are coming in and ensure the information is correctly linked to a new or existing customer profile. They can also more efficiently enter key information into appropriate fields and direct requests into the relevant inquiry task queue, all within their Salesforce instance.

Better Process For Lead Creation

Finally, after the initial phone inquiry, employees have the immediate option to create a new lead so that the fields required for lead qualification can be easily gathered and completed – increasing the efficiency of how leads travel through the sales pipeline.

About Decryptic Services

With 10 plus years of Salesforce administration experience in the corporate and nonprofit spaces, Decryptic Services is here to help you and your organization identify and overcome persistent roadblocks by leveraging Salesforce solutions and resources.

As experts in Salesforce Flow, Decryptic supports organizations in building their process automation from the ground up. By thoroughly analyzing customer instances to fully understand the desired end state, we develop the necessary flow paths and triggers that correspond with existing integration and workflows to create an aptly orchestrated Salesforce ecosystem

Salesforce is a powerful system that can be overwhelming at times, but you're not alone! Let Decryptic Services help you work smarter, not harder in achieving your goals.

Partner with Decryptic

Decryptic Services, LLC

Request a proposal for your next project!

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