


SALESFORCE CASE STUDY

# Fleet Edge × Modeverse

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# *Fleet Edge × Modeverse*

GivingEveryFleetCustomerOneConnectedSupport Experience

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## ABOUT FLEET EDGE

Fleet Edge, by Tata Motors, is a connected fleet management platform that gives commercial vehicle operators trip planning, real-time vehicle tracking, driver behavior analysis, and detailed performance and maintenance analytics. Operating across subscription tiers and a large base of fleet customers, Fleet Edge helps businesses keep their vehicles running efficiently and their operations data-driven.

## THE CHALLENGE

As Fleet Edge's subscriber base grew across fleet operators of every size, customer support requests, subscription renewals, and onboarding for new fleet accounts were handled through disconnected systems and manual tracking. Support teams often lacked a full view of a customer's fleet size, subscription tier, or history when a request came in, and tracking renewals across thousands of accounts made it difficult to catch at-risk customers before they churned. Leadership needed a clearer, real-time view of account health and support performance across the entire customer base.

## THE SOLUTION

Modeverse partnered with Fleet Edge to bring customer accounts, support, and subscription management onto a unified Salesforce foundation. The engagement included:

- A centralized account structure in Salesforce mapping every fleet customer to their subscription tier, fleet size, and vehicle count, giving teams full context the moment an account comes up.
- Automated case routing for support requests, so issues reach the right team immediately instead of sitting in shared queues, with the customer's account history already attached.
- Subscription and renewal tracking that flags upcoming renewals and at-risk accounts, giving the customer success team time to act before a customer churns.
- Dashboards giving leadership a real-time view of support volume, response times, and subscription performance across every tier and region.
- A structured onboarding workflow for new fleet accounts, so getting a new customer's vehicles and drivers set up on the platform no longer depends on manual, one-off setup.

## THE RESULTS

With Salesforce connecting accounts, support, and subscriptions, Fleet Edge's team now has a single, real-time view of every fleet customer. Support requests reach the right team with full context, renewals are tracked proactively instead of reactively, and leadership can see account health and support

performance across the entire subscriber base. The result is a support and account management system built to keep pace with Fleet Edge's growing customer base without losing visibility into any single account.

| *Unified* | *Automated* | *Proactive* |
| --- | --- | --- |
| Account View | CaseRouting | Renewal Tracking |

> ***"Our customers run their fleets on us. We needed our own operations to be just as connected."***

The idea behind Fleet Edge's Salesforce-powered account experience

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**ABOUT MODEVERSE**

Modeverse is a Salesforce consulting agency helping companies design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Experience Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.