

SALESFORCE CASE STUDY

Napoleon × Modeverse

SALESFORCE CASE STUDY

Napoleon × Modeverse

TurningEverySupportEmailIntoaTracked,Routed Case

ABOUT NAPOLEON

Napoleon is a global manufacturer of premium outdoor and home comfort products, including gas and charcoal grills, gas, wood-burning, and electric fireplaces, and home heating and cooling systems. With regional operations spanning North America, Europe, Australia, the Middle East, and Asia, Napoleon serves homeowners and dealers across an extensive international footprint, all under a brand built on premium quality and total home comfort.

THE CHALLENGE

As a global manufacturer with product lines spanning grills, fireplaces, and heating and cooling systems, Napoleon received a high volume of customer support emails across every category, from warranty questions to installation and parts inquiries. Without a structured intake process, these emails landed in a shared inbox with no automatic routing, making it easy for a request to sit unresolved before it reached the team actually equipped to handle it.

THE SOLUTION

Modeverse partnered with Napoleon to build an email-to-case support system directly in Salesforce. The engagement included:

- Automated case creation from incoming support emails, so every customer inquiry becomes a tracked Salesforce case the moment it arrives, instead of sitting in a shared inbox.
- Automatic department routing, sending each case straight to the relevant team, whether the inquiry touches grills, fireplaces, or heating and cooling, based on the content of the request.
- A structured case record capturing the customer's product line and inquiry details, giving support staff full context the moment a case reaches them.
- A consistent, auditable path from inbound email to resolved case, replacing manual sorting with a system built to scale across Napoleon's global support volume.

THE RESULTS

With email-to-case automation and department routing in place, Napoleon's support team no longer relies on manual sorting to get a customer's question to the right place. Every inquiry becomes a tracked case automatically, routed to the team equipped to resolve it, across grills, fireplaces, and heating and cooling. The result is a support process built to keep pace with a global product line, without requests slipping through a shared inbox.

Automated	*Routed*	*Tracked*
Case Creation	By Department	Every Inquiry

> ***“A support email shouldn't have to wait for someone to notice it. It should already be on its way to the right team.”***

The idea behind Napoleon's Salesforce-powered support process

---

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.