



**DAL-TILE**  
CORPORATION

CASE STUDY

# Dal-Tile customers enjoy convenience of new online warranty center

CRM portal streamlines the warranty process to save time and effort

## CASE STUDY

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### Business situation: Uncovering new ways to scale up

Dal-Tile is the leading manufacturer of natural stone and porcelain tiles in the U.S. and the world's leading manufacturer of ceramic tile. With a customer base that includes everyone from home DIYers to major construction contractors, the company sells its products through retailers around the globe. Rather than resting on its laurels, Dal-Tile is continually looking for new ways technology can help streamline processes to both scale its business and improve the customer experience. As part of this initiative, it partnered with Avanade to transform its warranty process using Salesforce, one of Dal-Tile's core systems.

Most consumers have experienced the task of registering a warranty for a new product or submitting a claim. Whether filling out paperwork and mailing it in or emailing digital forms, it can be a time-consuming process. Because its products are sold through multiple retailers, Dal-Tile managed several different warranty registration systems. Furthermore, warranty claims were managed by email.

"The existing warranty process certainly served its purpose but was probably more manual than it needed to be," says Nellson Burns, CIO at Dal-Tile. "We wanted to give our clients and their customers the ability to track the status of their claims during non-business hours and allow our employees to spend less time managing emails and more time on other important tasks. Increasing that efficiency was really important."

The solution? A cloud-based, self-service portal that can be easily rebranded and will save both time and effort for users.

### Solution: Prioritizing an intuitive, uniform user experience across all Dal-Tile brands

Since Dal-Tile had already completed the visual design and initial strategy for its new warranty portal, we started our engagement with a gap analysis. During this process, Avanade consolidated Dal-Tile's requirements to help guide development around the customer and employee journeys. Much of the work was dedicated to developing a core warranty process with a simple user experience that can be quickly expanded and replicated to support new brands and retailers in the future.

"By working closely with our team, Avanade was able to help turn our specific needs and design into an implementation plan that helped us achieve the user experience we were looking for. It was a very collaborative engagement."

**Nellson Burns**  
CIO, Dal-Tile

Within the new CRM warranty portal, customers can:

- Register a warranty
- Submit a warranty claim
- Receive confirmation of their submission
- Track the status of a warranty claim using a real-time dashboard

Dal-Tile employees use the "warranty center" within Salesforce to efficiently review requests and update warranty claims. The new portal also provides insight and analysis on response times – information that previously required manual intervention to gather.

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### Results: Tiling the road ahead

Dal-Tile's new warranty portal will help the company continue to scale its business while providing customers and retailers with intuitive experiences that make registering for warranties and making claims much quicker, easier and more trackable than before. Streamlining these processes by integrating them into Salesforce CRM will also help Dal-Tile employees spend less time managing requests and analyzing customer data to improve future initiatives.

"Increasing internal efficiencies through automation has really made the entire process easier for everyone involved."

**Nellson Burns**  
CIO, Dal-Tile

The portal is an innovative solution within the industry. While competitors are still managing warranties the old-fashioned, manual way, Dal-Tile is taking another step forward. With this solution, the company is proving it's a leader in both manufacturing and customer service.

### About Dal-Tile

Dal-Tile Corporation is the largest manufacturer and marketer of ceramic, porcelain, glass and metal tile as well as natural stone, large format slab and countertop products used in residential and commercial spaces across North America.

Under its powerhouse of brands — including Daltile, Marazzi, and American Olean — Dal-Tile leads the industry in both design and product innovation, and is committed to incorporating environmentally-friendly materials, processes, and products throughout its organization.

Founded in 1947 and headquartered in Dallas, Texas, Dal-Tile is a division of Mohawk Industries, the leading global flooring manufacturer that creates products to enhance residential and commercial spaces around the world. For more information on Dal-Tile and Mohawk Industries, please visit [mohawkind.com](http://mohawkind.com). For product information, visit [daltile.com](http://daltile.com), [marazziusa.com](http://marazziusa.com), and [americanolean.com](http://americanolean.com).

#### About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at: [www.avanade.com](http://www.avanade.com)

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