

INDUSTRY

Manufacturing

A well-known name in the built-in & free-standing kitchen appliances category. Other than kitchen appliances the brand also offers hardware and accessories as a complete solution partner for modular kitchen needs

Value Creation Modules

Omni channel Case Management

Capturing customer complaints coming via email and other channel via automated process

Lead Management System

Capturing customer details via web page of the company and defining a closure path

Effective Activity Management

Task prioritization and email integration improves productivity and focus for sales teams.

Better control over customer

Actionable insights enable informed decision-making and strategic planning by virtue of customer 360 degree view

Enhanced Reporting

Drillable reports and dashboards with automated scheduling

Intelligent Reporting

Real time reports and dashboards for the business owners and operations team to keep a check on business health

Personas



- Service Team
- Operations Team
- Leadership Team
- Sales Team
- MIS team

Products & Technologies Used



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CHALLENGES

- Previously, cases were managed manually on Excel sheets, resulting in SLA lapses and product management issues.
- Inability to track missed and completed tasks by Service Team.
- New customers, interacting via website, were managed manually on Excel Sheets
- No visibility into the conversion rates
- No visibility into the opportunity stages
- Lack of proper reporting
- Manual tasks and henceforth human errors at every stage

- Utilized Salesforce Service Cloud to build a comprehensive application for managing the queries of customers.
- Enabled seamless case management and task allocation within the platform.
- Enabled lead management, to capture the new customer via website automatically

- Create a customer 360 degree view with holistic transactional data points.
- Real time drillable reports and dashboards for better visibility and control
- Defined SLA and TAT



SOLUTION



BENEFITS

- Reduced AHT and faster resolution of cases
- Better control over sales enquires
- Enhanced and data driven interactions with customer
- Better visibility and control
- Reduction in case closure time
- Increased customer satisfaction
- Task Management functionality within Salesforce Centralized Service Cloud application enables to efficiently track and manage customer cases.
- Facilitates efficient allocation and tracking of tasks within the team.