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Utilities

The NYC Department of Sanitation (DSNY) keeps New York City clean, safe, and healthy by collecting, recycling, and disposing of waste, cleaning streets, attacking the scourge of illegal dumping, and clearing snow and ice. DSNY collects 24 million pounds of trash, recycling, and compostable material every day.
We operate 59 district garages and manage a fleet of more than 2,000 rear-loading collection trucks, 450 mechanical brooms, 705 salt spreaders, and several dozen specialized machines to clean and plow bike lanes.
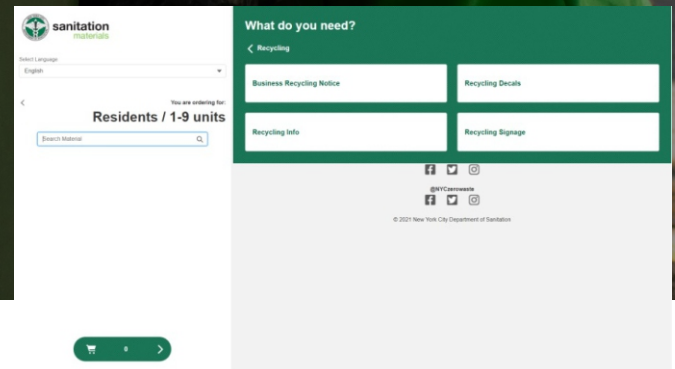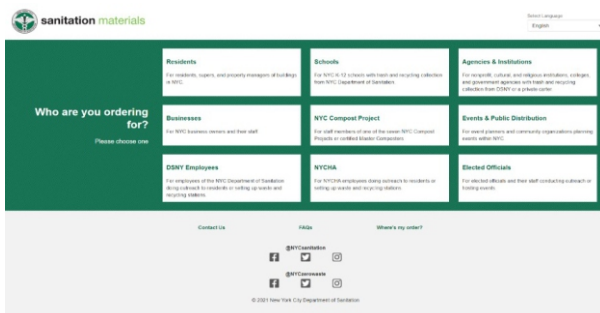
Value Creation Modules

Customer Life Cycle Management
Automated customer onboarding and lifecycle management with defined milestones and categorization

E-com Platform with UI designing
Unified e-commerce platform for the purchase of services and products related to sanitization

Point to Point Real Time Integrations
Integrations with backed order management system and logistics tracking system

Customer Self Service Portal
Contemporary portal powered by BOT, FAQ, Knowledge base and PWA for end customers

Omni channel Complaint Management
Omnichannel customer service with defined SLA and milestones powered by AI driven sentiment analysis

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

Personas

- Operations Team
- Customer Service Team
- Marketing Team
- Management Team
- Data Team
- Vendor Team

Products & Technologies Used

salesforce force.com   salesforce einstein   salesforce service cloud

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INDUSTRY
Utilities

CHALLENGES

- No unified portal for customers for order placement.
- No view of customer unified data across different business vertical.
- Order turnaround time was quite high
- Maintaining SLA and response time to manage the enquiries was a challenge
- Very high Turn Around Time for customer complaints hampering customer delight.
- Unorganized and generic marketing campaigns leading to very less churn rate.
- Lack of unified business health dashboard across sales, service and marketing.
- Dis integrated systems leading to operational in efficiencies.

SOLUTION

- Unified view of customers across sales and service by creating a customer 360-degree view
- Customer portal using Force.com sites
- Integrated and unified order management at the backend
- Omnichannel customer service to ensure prompt resolution of the complaints.
- Self- service portal for customer along with contemporary solutions like AI powered BOT, Knowledge articles and FAQ to ensure faster resolution.
- Milestones and Escalation matrices to reduce AHT
- Point to point real time integrations with order management and logistic tracking system at the backend using REST APIs
- Holistic reporting providing operations efficiencies and real time dashboards

BENEFITS

- Streamlined lead to order cycle
- Unified view of customer with all the orders and transactions at one place.
- Order delivery time reduced by 50 percent.
- Reduction in Average handling time and increased customer satisfaction.
- Single source of truth for the teams by virtue of real time integrations.
- Real time logistics tracking by customer driving
- customer satisfaction
- Better control over business by virtue of holistic real time reports and dashboards for business owners.
- Real time insights on data and next steps by virtue of Einstein reply recommendations and next best actions.
- Operational efficiencies by virtue of real time and data backed collaboration across the teams