Emory University

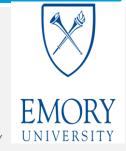|	
LOCATION	*Atlanta, GA*
EMPLOYEES	*2500 Employees*
INDUSTRY	*Higher Education*
COMPETITOR	*Salesforce Professional Services*
SOLUTION(S)	*Sales Cloud, Service Cloud, Chatter, Community*
GO LIVE DATE:	*2/28/2016*

COMPANY OVERVIEW

Emory University is 18th among the list of colleges and universities in the United States by endowment, 21st among universities in the world by endowment, and 21st in U.S. News & World Report's 2016 National Universities Rankings. Emory University has a Carnegie Classification of Institutions of Higher Education status of R1: "highest research activity" and is cited for high scientific performance and citation impact in the CWTS Leiden Ranking. The National Science Foundation ranked the university 36th among academic institutions in the United States for research and development (R&D) expenditures. Emory University research is funded primarily by federal government agencies, namely the National Institutes of Health (NIH).In 1995 Emory University was elected to the Association of American Universities, an association of the 62 leading research universities in the United States & Canada.

CHALLENGE	SOLUTION	RESULTS
▪ Decentralized and inconsistent in approach ▪ Lacks standardized business processes ▪ Separate Tracking mechanisms ▪ Double-triple-quadruple entry ▪ Lack of visibility into case management at the enterprise level ▪ Poor User Experience	▪Service Cloud ▪Knowledge Base ▪Live Agent ▪Get Feedback ▪Community	▪Single point of entry into a single repository ▪Streamline business process ▪Robust reporting ▪Scalable solution ▪Enhanced user experience

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More Detailed Info and Quantitative Results

Color Commentary and Notes About Details of Deal or Implementation

NOTES

- Lower system cost of ownership
- Elimination of many of the current state case management mechanisms (manual/repetitive steps)
- Improved accuracy in original transaction due to users having a higher level of support and access to consistent answers while they are performing the transaction work
- Improved client value / user experience
- Use of Communities to support expedient messaging and practice ideas
- Use of Knowledge Base to support more standard solutions for common situations
- Monitor performance to service level agreements (SLA)
- Improved response time to the user community and in meeting business needs
- Form a high functioning team as members are transferred from various reorganizations
- DNA Behavior analysis
- Assessment testing and performance reviews
- Individual development plans to include PeopleSoft 9.2 and Salesforce training

QUANTITATIVE RESULTS IF AVAILABLE

*Decrease in touchpoints of issues by having set queues defined with escalation rules and milestones associated with each incident
- Reducing the resolution time by 50% by having more defined fields and tracking
- Reducing human error and resolution time by 60% by having a defined knowledge base

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Solution Detail

Competitors of Salesforce engaged in sales cycle:	*PeopleSoft, Oracle*
Previous technology replaced by Salesforce:	*Shared inbox, Service Now, Microsoft Excel, Compass*
Salesforce products deployed:	*Sales Cloud, Chatter, Service Cloud, Community*
Customer Business Model (B2B, B2C, or Both)	*B2C*
Salesforce Product features:	*Live agent, CTI integration, Knowledge base*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc)	*Call center,*
Integrations:	*Avaya,*
AppExchange Apps/Partners	*Get Feedback,*
Solution 'Go Live' date:	*8/24/2016*

Community View
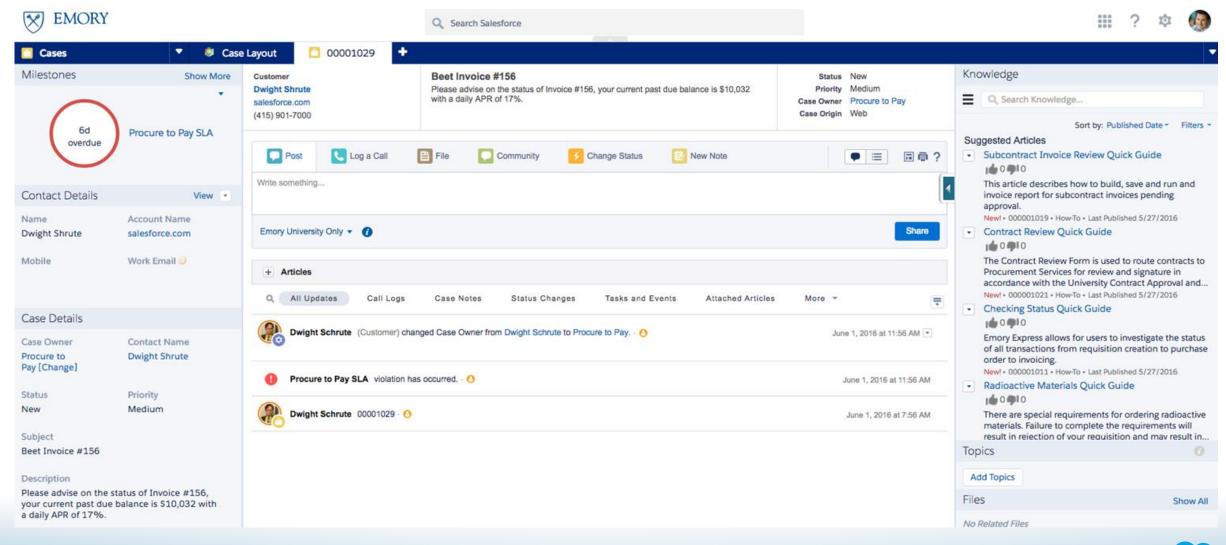
Service Console View

Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can salesforce.com AEs share this story and overview slide in sales settings?	Y
Can salesforce.com AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	Y
Would the customer be willing to speak at Dreamforce or other events?	Y

PARTNER INFORMATION	
Name of reference approver:	**George Thompson**
Title of reference approver:	**Senior Director of Finance**
Email of reference approver:	**George.Thompson@emory.edu**