



Desouza and Associates Inc.

Health Care Software Provider delivers a rich customer experience with Customer Community and Service Cloud

Company Category: Mid-market (> USD \$75 Million)

Application Involved: Salesforce Service Cloud and Community

The Customer

As a software provider specializing in patient safety, our customer treats its customers like family and wanted a solution that would offer a responsive and best-in-class customer experience - this would need to engage proactively in installation, training and support-related activities.

Key Challenge:

The Customer had a large inventory of training materials that included documents, video logs and reference links. These materials were updated from time to time but the older versions had to be preserved. Maintaining these simply as documents or attachments caused problems with organization, searchability and was also not scalable or easily searchable.

The Customer's primary support channel was via phone with email follow up to provide information relevant to the customer. But with the need and intention to provide real time support as well as track these activities within their system for audit purposes, they desperately needed an interactive approach through which end users could log their requests as well as seek instant assistance online.

Also, the Customer wanted to let their clients learn from each other's experiences and publish that information so that it benefits all. They wanted the end users to stay updated with all that's happening with their system.

Our Solution

D+A proposed developing a Customer Community closely integrated Service Cloud.

Salesforce Communities is an online platform that enables rich collaboration between employees, customers, partners, suppliers and distributors. Organizations can create fully-branded public or private communities that connect members directly with each other – and with relevant content, data and business processes.

Additionally to meet the needs of Training, we suggested Salesforce Knowledge to enable the creation, management and sharing of the customer's large library of multi-media content.

The Customer was also able to provide their customers the ability to

1. Register and manage their profiles in this Support & Training community.
2. Log support requests and stay notified when the support request was processed/resolved.
3. Review training materials specific to their products/features
4. Get the latest updates, follow trending topics and bookmark favorite articles.

Results

Reduced dependence on phone support

No overhead costs for third party systems as Salesforce.com offered all necessary features.

No overhead costs for building a support website as community home page presented all of the key information.

Ability to set up a customer centric environment with a highly customized/branded look and feel.

The Salesforce logo, consisting of the word 'salesforce' in white lowercase letters inside a blue cloud shape.

registered
consulting partner

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