

Challenge

1. There was a heavy burden on manpower for handling the huge amount of incoming enquiries and ordering from 1000 active patients with frequent and routine orders.
2. The issue of stock out is very serious as there are over 500 brands from 10000 POSs, which potentially hurts the reputation and level of customer loyalty of DCH Auriga.
3. The product information and delivery schedule is not very instant and updated, as needed to be provided by respective product and delivery teams.
4. There are lots of documentations for the product and confidential client information, and it is super time-consuming in retrieving the required information

Project Objective

1. The daily routine manual process of call-in and order placing was automated by the 7 x 24 self-service portal, empowered by Sales Cloud.
2. There was a new feature of notifications upon reaching an alarming level of stock out, to call for immediate replenishment action by procurement, to maintain a trustworthy level by clients.
3. All the required product and delivery information can be retrieved within seconds without waiting
4. All the documentations were stored in Cloud with professional level of security and safety.

Product

Sales Cloud, Mobile app, Chatter, Lightning

Countries Covered

Hong Kong

No. of Business Users

11 licenses

Business Benefits

1. The burden of manpower for call enquiries from 1000 active clients can be reallocated to more value-added areas
2. The level of satisfaction has increased and customer services were significantly enhanced.
3. All 8000 clients can check any information at any time in any location, without any boundary and limitation.
4. There have been less complaints on inefficient and client information loss.