

# Stanley Black and Decker- A Success Story

commercial electronic security

## COMPANY OVERVIEW

Every year, STANLEY Healthcare touches millions of lives at over 17,000 hospitals, health systems and senior care organizations worldwide, offering leading safety, security, visibility and efficiency solutions that leverage real-time information and advanced analytics to advance the quality of care. From infants to geriatrics, from acute to post-acute facilities, from independent to assisted living to long-term care communities, STANLEY Healthcare is there.

## COMPANY PROFILE

LOCATION	Lincoln, NE
EMPLOYEES	800
INDUSTRY	Visibility and Analytics Solutions to Advance the Quality of Care
COMPETITOR	Medical Devices companies
SOLUTION(S)	Service Cloud , Communities, App cloud, Mobile
GO LIVE DATE:	Latest launch: April 2018



## CHALLENGE

- Monitoring the quality of customer service in a highly technical service organization within Stanley Healthcare
- Maintaining consistency of service across different service sites ww
- Provide a multi and omni channel experience to customers, including self service

## SOLUTION

- A customer service solution based on Salesforce Service Cloud and Customer Community tailored to the world of medical devices , servicing thousands of hospitals and clinics worldwide.
- defining and implementing a set of KPIs for measuring the performance of the representatives and the technical center
- Creating synergies between services and sales
- Optimizing ROI on IT investments,
- Communities in the Self Service mode
- a service application using Salesforce SOS to work with a service representative on the mobile
- FSL implementation for the Field technicians

## RESULTS

- The system deployed over the entire Service organization, provides customer care services to thousands of medical institutions in multi channel mode, 24/7 globally
- KPI metrics regularly monitored across the different sites allowed to identify bottlenecks and areas of improvement and boost service quality along measurable indicators
- Highly effective Customer Community interface for the hospitals and clinics with a variety of self service options
- True Service to Sales synergies created
- IoT capabilities implemented in service

# More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

Empty space for notes.

QUANTITATIVE RESULTS IF AVAILABLE

Empty space for quantitative results.

# Solution Detail

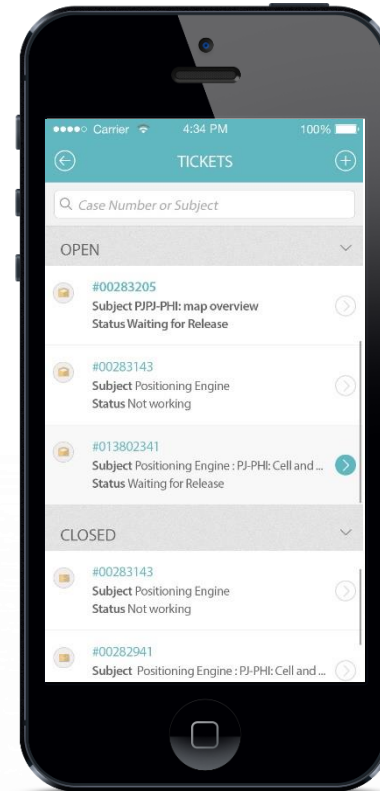
## MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	<i>Simple case management implementation in Salesforce</i>
Previous technology replaced by Salesforce:	<i>none</i>
Salesforce products deployed:	<i>Sales Cloud, Service Cloud, Community Cloud, App cloud</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
Salesforce Product features:	<i>Service Cloud Console, SOS, FSL</i>
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	<i>Call center, customer support, Field Service, remote service</i>
Integrations:	<i>ERP</i>
AppExchange Apps/Partners	
Solution 'Go Live' date:	<i>5/2016 and since then regular upgrades on a quarterly basis till today</i>

# Screenshots of app (if available)



# Screenshots of app (if available)





Amihay **ZELTSER**  
AVP Worldwide Technical Services,  
**Stanley Healthcare**

“

*Balink has been very instrumental in developing and implementing our community using the Salesforce Service Cloud platform. Collaboratively we worked to achieve what customer service means for Stanley. Balink professionally helped us in creation a state-of-the-art Service center that will fulfill several types of engagements*”

# 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 AEs share this story and overview slide in sales settings?	Y
Can Salesforce 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:	Yaniv partock, balink
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