

ZHENGZHOU YUTONG BUS CO., LTD.

COMPANY OVERVIEW

Zhengzhou Yutong Bus Co., Ltd. (hereinafter referred to as “Yutong Bus”) is a large-scale modern manufacturing company specialized in the R&D, manufacturing and sales of bus products. Its main plant is located in Zhengzhou Yutong Industrial Park, Zhengzhou, Henan province, which covers an area of 1.12 million square meters. Its maximum daily production capacity has exceeded over 430 units. The new energy bus plant of Yutong Bus which was put into operation in 2012 covers an area of over 1.33 million square meters with a floor area of 600,000 square meters. It has internationally advanced coating facilities such as electrocoating lines of chassis and bus bodies, painting robots, etc.

Yutong Bus was listed in Shanghai Stock Exchange in 1997 (Stock code: 600066), becoming the first listed company in China’s bus industry. In 2018, it delivered 60,868 buses and coaches. In the same year, 24,748 units of new energy buses were delivered. The enterprise scale and sales performance continuously ranks first in China’s bus industry.

COMPANY PROFILE

LOCATION	Zhengzhou, China
EMPLOYEES	19527
INDUSTRY	Automobile
COMPETITOR	None
SOLUTION(S)	Service Cloud
GO LIVE DATE:	21/09/2019



CHALLENGE

- Questionnaire diversity, lack of systematic management.
- There is no multilingual support for satisfaction return visits to different countries around the world.
- Customer feedback has not been effectively managed and solved efficiently.
- Customer service return visit, easy to miss the necessary customers, resulting in the return visit is not timely.
- The problems raised by customers are quite common, but lack of systematic arrangement leads to a lot of repeated internal friction in communication, which reduces efficiency.
- There is no correlation between the recording and content of each call, reducing the efficiency of corporate customer management.
- There is no systematic report to multi-dimensionally understand the situation of customer service center, unable to accurately grasp the customer service situation and timely control and deal with customer service problems.

SOLUTION

- The system creates a custom questionnaire and matches different questionnaires according to different types of return visits.
- The system implements 4 kinds of multilingual templates.
- The inbound call case is created in the system and closed loop is conducted through the case management process.
- Create satisfaction return visit management in the system, reduce the omission problem, and record the return visit process comprehensively.
- The recording of each call correlates with the content and basic information of the call.
- The knowledge base article is created in the system. If similar problems occur, the knowledge base article can be called to reply to customer questions in time.
- Use reports and dashboards to see the business in real time.

RESULTS

- Achieve systematic management of customer satisfaction visits.
- Realize return visit and outbound call through the whole process.
- Different countries can effectively use the system.
- Implement systematic case management process.
- Achieve systematic agent KPI assessment.

Salesforce has brought a boost to YUTONG business operations results

NOTES

YUTONG implementation scope :

- Questionnaire management
- Satisfaction return visit
- SMS management
- Knowledge base management
- Inbound case management
- Inbound call/outbound call management (integrated with call center Callnovo)
- Report management

QUANTITATIVE RESULTS IF AVAILABLE

- The retention has improved by 20%

Solution Detail

MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	None
Previous technology replaced by Salesforce:	None
Salesforce products deployed:	Service Cloud
Customer Business Model (B2B, B2C, or Both)	B2B
Salesforce Product features:	Mobile, Automate, Platform, Effective, etc.
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	Call center
Integrations:	Callnovo CTI ,SMS
AppExchange Apps/Partners	Ingenious
Solution 'Go Live' date:	21/09/2019

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:	Sharon Shen/Bluelinksys Technology Co.,Limited
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