Cloud Certitude

#YourCloudSuccessPartner
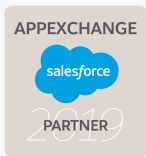
Case Study –
Salesforce Service Cloud

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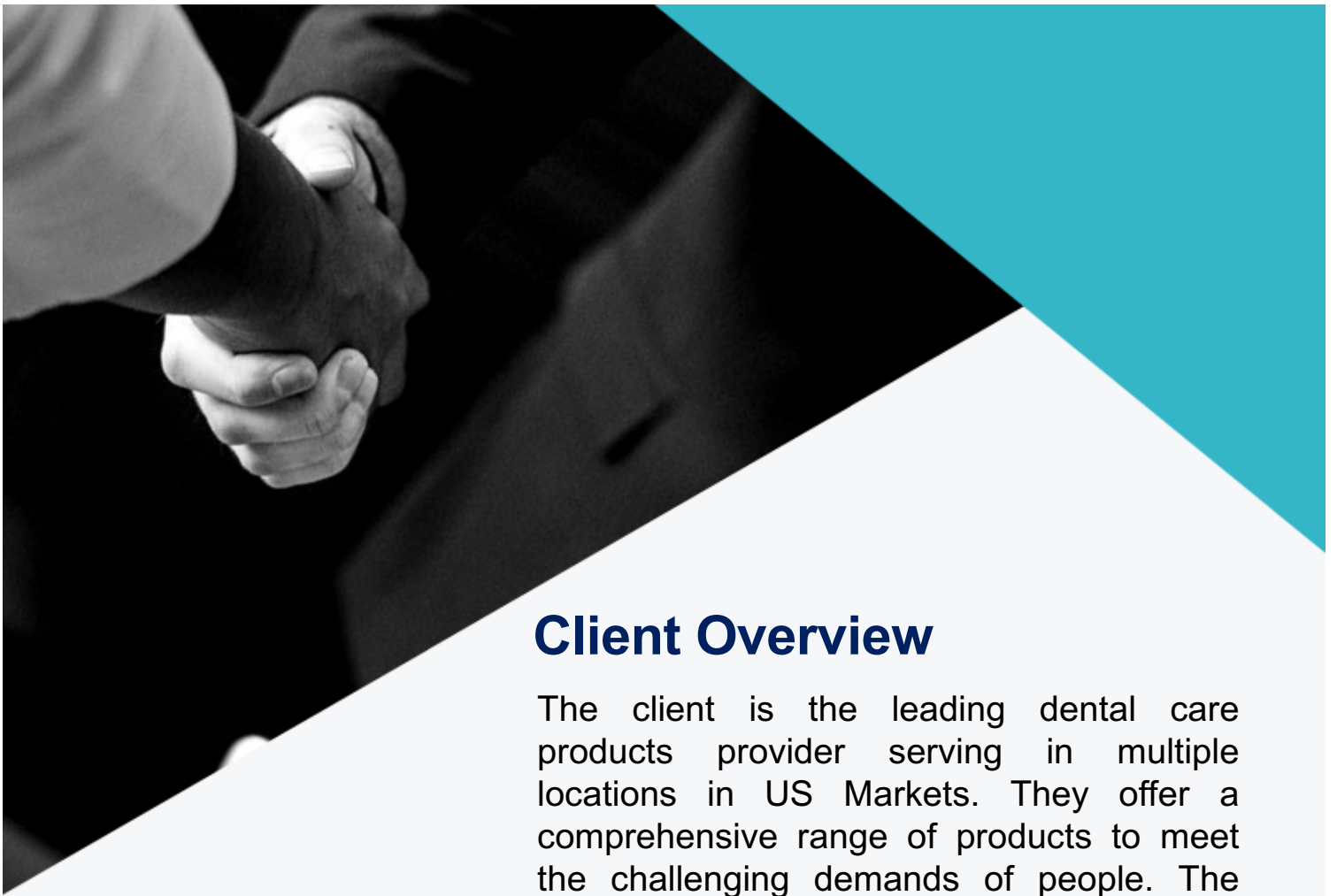
Client Overview

The client is the leading dental care products provider serving in multiple locations in US Markets. They offer a comprehensive range of products to meet the challenging demands of people. The client has been always been committed to deliver high end products at competitive prices.

Problem Statement

- Managing manual calls was an immensely time – consuming process resulting in loss of efficiency.
- Delay in generating the quality report with insights like whether agents are adhering to the correct script.
- Lack of adequate tools to respond customers at odd times.
- Client wanted to discover reasons for low customer rating.
- Continuous decline in the Net Promoter Score (NPS) over a year.
- NPS Surveys rated the client poor, on factors like effective communication, service quality and efficiency.
- Rising competition compelled client to look for innovative ways to optimize customer interactions and experience.
- Threat to client's market share due to the incessantly growing healthcare retail market (Customer Churn)
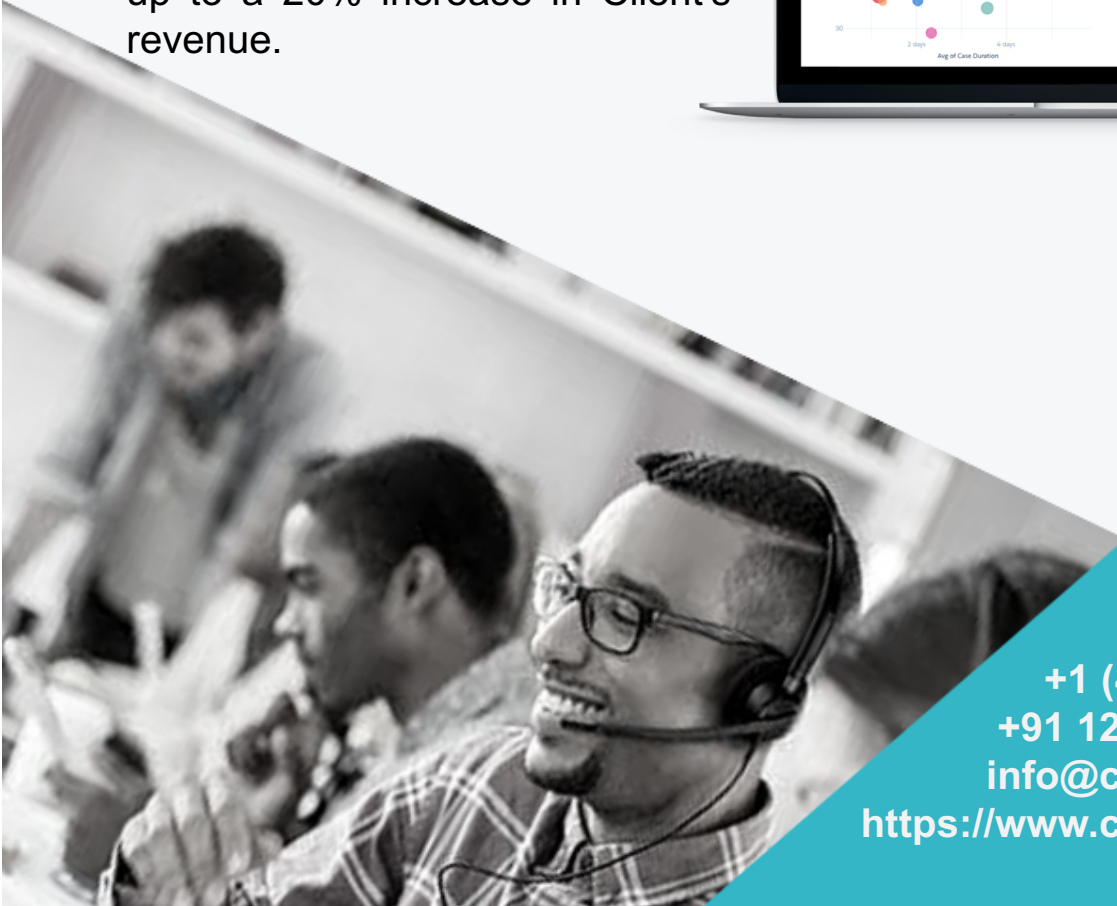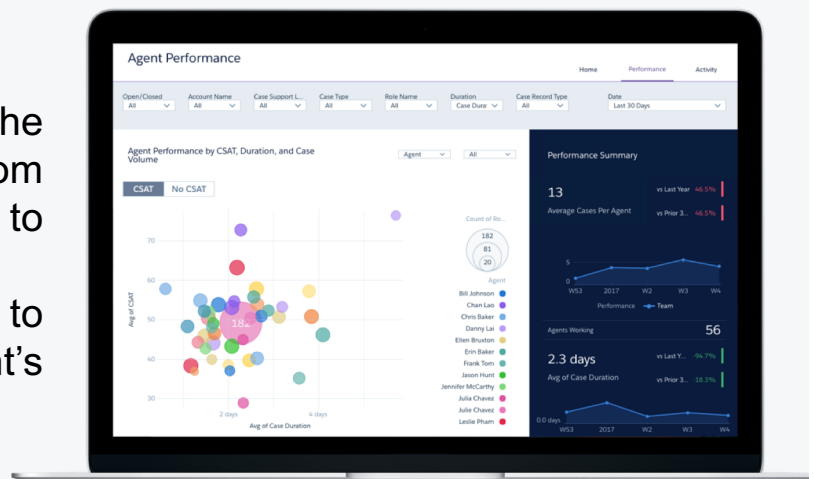
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Scope Delivered

- Empower Service Managers with Deep, Actionable insights through Service Analytics.
- Delivered a newly connected Self-Service experience portals.
- Transform Customer Service from the Phone to the Field.
- Recommended suitable remedies for detractors & passives and targeted coaching areas for agents.
- Created a lightning components on the home page for CSR's Team Leads & Reps where they can check and set availability for CSR's.
- Increase case deflection and reduce handle time through AI-powered chatbots which were natively build on Salesforce Platform.

Business Outcomes

- Post our implementation, the NPS Spiked to 25% in Q3, from 18%, which further increased to 30% in Q4.
- The improved NPS in turn, led to up to a 20% increase in Client's revenue.

Contact Us

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