

keste

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Keste Case Study:

Service Cloud Integration Adds Revenue Stream

Challenge

A multi-million dollar manufacturer of test, measurement and optical/laser technologies faced extreme challenges in the operation of their global customer service division.

Due to a lack of integration between existing ERP modules and the customer service application, customer service representatives had to log in and navigate through multiple systems in order to resolve customer questions. This lack of a single knowledge base provided little visibility into needed customer data. The company needed an integrated solution that could provide consistency in day-to-day customer service operations worldwide.

Oracle Products Leveraged

SOA Suite & Adapters, Application Integration Architecture, Enterprise Manager 11g, Weblogic Server, ADF, Coherence, EBS Advanced Pricing, Quoting, Configurator Product Master

Salesforce Products Leveraged

Sales Cloud, Canvas

Solution

The solution utilized Keste's expertise in both Oracle EBS and cloud integration solutions to not only change the way the company delivers service, but also identify missed revenue opportunities.

Using Oracle SOA Suite for bi-directional data synchronization between Salesforce and Oracle EBS, Keste integrated Oracle EBS with Salesforce Service Cloud — including Installed Base and Service Contracts. This not only aligned customer service support with more leading edge technology, but also lowered the need for manual entry and reduced corruption in the Installed Base system.

Results

Based on post-implementation results, the client has seen strong benefits from implementing the new system:



Improved Average
Handles Time
(AHT)



Better Report
Metrics On A User
Level



Greatly Improved
First Call
Resolution Rates