



# Multi-level global support center



● britenet



## Client

Harman International is an American company that produces, designs and constructs products for automakers, consumers and businesses around the world. The company was founded in 1980 and is known for creating brands such as Harman Kardon, JBL, AKG or Bang & Olufsen.

## Challenges

The client needed a central system to manage the requests that were to go to the global customer support branches. All teams were dispersed globally and the client had several reporting channels. The teams worked on the basis of complex rules for escalation, acceptance and assignment of requests to selected teams. The number of authorization levels as well as access and modification

rules for submissions was very high. An additional challenge was the mapping of workflow rules between levels of customer support departments. It was also a challenging task to precisely define the workflow path between statuses, with multiple validations.

## Solutions

The project team developed a solution operating on the Service Cloud platform. Four levels of user support were created, distributed globally. A module for escalation rules, acceptance and assignment based on customer hierarchy and SLA agreements was created. For managers, reports were created to keep track of the situation and workload of each team. The customer portal was created based on the Salesforce Community platform, which enabled customers to



report their needs and to track them. By using the Chatter module, customers and support teams can easily and quickly communicate with each other.

Additional functionalities that have been implemented are:

- + custom case routing for support in different parts of the world
- + easy transfer of requests between support department levels, preservation of history
- + segregation of records' visibility for clients on different levels of hierarchy (business unit, account, project, contractor)
- + custom sharings for record visibility segregation
- + life cycle reports for a given request in business hours, divided into individual customer support levels and/or specific agents

## Effects

A single system has been created for all support teams, introducing a number of facilities and automation, which resulted in a reduction in handling and resolving requests. For customers, a portal has been implemented, thanks to which they can react to requests reported by them in real time. Thanks to the applied solutions, communication between customers and internal teams was simplified. The new Community is friendly, aesthetic and intuitive. There is a preview of the history of a given report on the chatter feed and reports on the life cycle of a given request.



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