

Quicker handling of customer requests due to implementation of Service Cloud





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

Until the implementation, the Client's employees used only Microsoft Outlook to handle customer requests. Our team was to design and implement a new solution that would be simple and intuitive to use just like Outlook, and and maximally automate the work of the team. Another challenge was to migrate all emails and attachments from the last two months to the Salesforce environment.

Solutions

The aim of the project was to implement the process of handling customer requests on the Salesforce platform and to perform data migration from Outlook. Service Cloud and Email to Case were used for this purpose. Thanks to the developed solution, the requests are automatically categorized and assigned to the appropriate teams depending on the type of request. An extensive notification and duplicate detection module allowed to shorten the time of handling requests. In addition, the prepared reporting module allows you to constantly examine the effectiveness of team work.



Additional functionalities include:

- + Marking notifications with unread messages
- + Reporting on the life cycle of business hours reports
- + Scanning headers and email content for prioritization or automatic archiving
- + Integration with Azure Active Directory for the current Outlook contact database (including corporate relationships between contacts)
- + Support for duplicate threads and automatic linking of the same requests
- + Printing e-mail threads in PDF format
- + Blocking the opening of old threads
- + Automatic deletion of old threads.

Effects

In three months the team designed, created and implemented the project for the production environment. Thanks to provided trainings and quick migration, the Client's team achieved its previous effectiveness in less than a month. Thanks to that the downtime of the customer service department was minimal. In the following weeks the team significantly accelerated its work thanks to the implemented solutions. Automatic notifications, automatic prioritization, categorization, detection of duplicates, their archiving and deletion after time had the greatest impact on increasing the work efficiency.

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