

Audit & Support to select the Customer Service tool

CONTEXT / OBJECTIVES

CEVA Logistics, acquired by CMA CGM in 2019, has to digitalize its services to maintain, increase its development and succeed the post-merger integration with CMA CGM.

To achieve this, a digital customer service has to be set up in order to offer the best customer experience to all the firm's activities worldwide.

- Identify and select the customer service tool which will be used by the 5000 agents worldwide
- Make sure that the tool deployment offers a customer service with operational excellence and related to the business needs
- Design the IT architecture and the flows to make fluent the operations

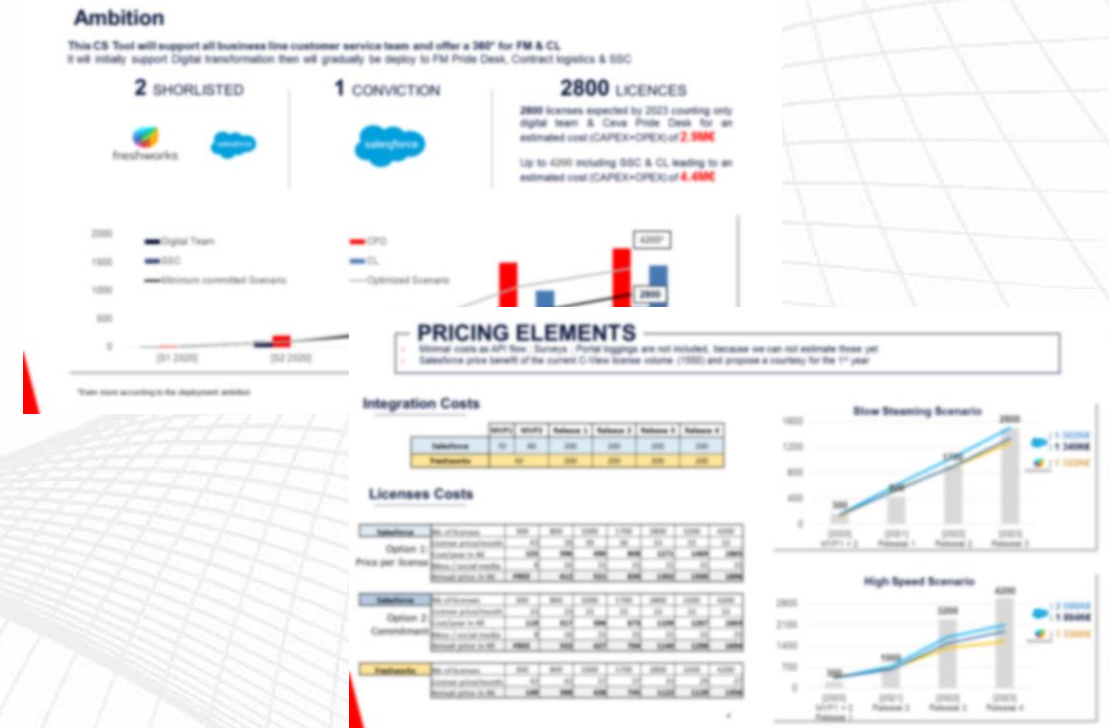
APPROACH

How TNP applies its methodology:

- Collect and prioritize the needs during the roadmap workshops
- Translate the features into requirements (existing scope, TNP standards to specify)
- Select the software companies for RFP
- Write out the specifications and launch the RFP with the software companies
- Prepare the document to help the decision (comparative table, scorecard,...)
- Choose the tool provider
- Establish the decision folder (including the TNP recommendations)
- Secure the technical and functional set up
- Define the Project plan and deliver the Roadmap

RESULTS ACHIEVED

- Deliver the analysis document to help the decision with TNP recommendations
- Elaborate operations scenarii
- Design an integration plan and the functional roadmap
- Analyze and foresee the RUN mode costs



Salesforce Service Cloud - Deployment

CONTEXTE / OBJECTIFS

- Digitalization of Freight Forwarding services is a **key trend for CEVA Logistics**.
- Customers are expecting a smooth and efficient digital journey.
- SME Customer retention ratio has to be improved thanks to a customer service support.
- Salesforce Customer Service solution has been selected to ensure this optimal customer experience

DÉMARCHE

- Provide customer service through operational excellence to offer a seamless customer experience with 360° Vision
- Set up and integrate the customer service tool that will be used to support digital platform (MyCEVA) and its clients
- Build the foundation of technology backbone for all Customer Services of CEVA, starting with Pridedesk and Digital

RÉSULTATS OBTENUS

- Deployment of a first MVP:
 - One month to deliver basic functionalities:
 - Environment assessment
 - Embedded customer form
 - Customer chat channel
 - Email management
 - SF Basic case management
- Integration of new functionalities: CTI ; Customer Portal ; email to case ; knowledge management ; connection with operational tools
- Initially dedicated to support Digital FM customers, the initiative is now referent for all the CEVA customers

➔ A target of 5000 Salesforce licenses is expected

