

## CASE STUDY

# Mirketa - Bringing the Cloud to Customer Service in Manufacturing



mirketa



silver  
consulting partner

# Mirketa - Bringing the Cloud to Customer Service in Manufacturing

## COMPANY OVERVIEW

Client is well-known brand in the pipes and faucet business.

## COMPANY PROFILE

LOCATION *USA*

INDUSTRY *Manufacturing*

COMPETITOR *Pipes and Faucet manufacturers*

SOLUTION(S) *Salesforce Service Cloud , Plug & Play Image recognition AI tool – Partner Company*

## CHALLENGES

- A well-known brand in the pipes and faucet business was facing some issues related to customer service.
- The company receives failure images of the items sold through email from customers. The company was to use these failure images as reference and provide the needed servicing to their customers.
- The company was dealing with lots of active and inactive sold right now. For a service person to identify the SKU of the product that needs to be addressed as a part of the reported email was not easy.
- The company was looking for a solution that will resolve the customer issue with confidence and within their SLA.

## SOLUTION IMPLEMENTED

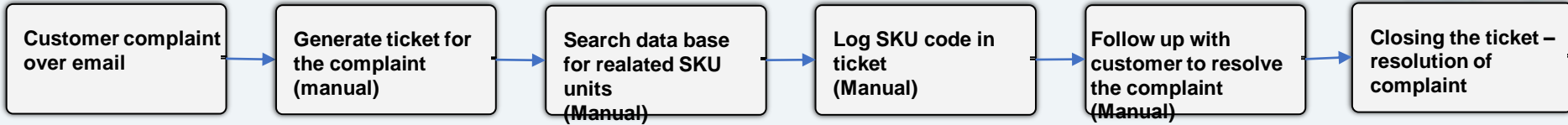
- Mirketa partnered with an AI specialized company that can provide the required capability of image recognition technology. This model predicts the correct SKU number for the part in image.
- To identify the SKU code from the email body, Natural Language Processing (NLP) was used. With this, the SKU code associated with the images could be recognized from the existing data.
- It was built in a way that incorporates new data by itself to improve prediction accuracy.
- Mirketa implemented Salesforce service cloud to streamline the complete customer service function. This function identifies complaints from email and tags SKU with tickets. The customer service manager can track the activities and do the regular follow-up.

## RESULTS

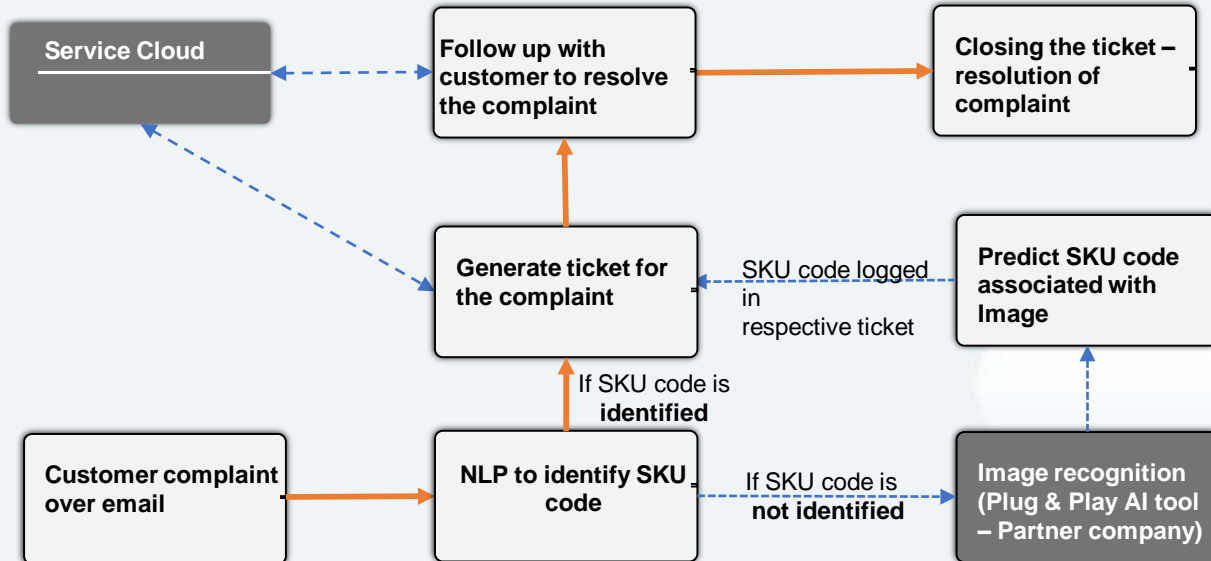
- Manual work for service manager to tag SKU code for the tickets was eliminated.
- Service manager productivity improved significantly with the service cloud implementation and image recognition system in place.
- Manual intervention was minimized to the lowest.
- Ultimately, it has improved customer satisfaction with faster resolution of complaints.
- The plug-and-play recognition system was easy to access and use from the customer end.

# Diagram representation

## Prior State



## Proposed State



# Thank You!



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