BELLWETHER COFFEE IMPLEMENTATION JOURNEY
From Coffee Grounds to a Ground-Up Process Overhaul

Bellwether Coffee®

Industries
Technology | Hospitality | Manufacturing

Website
bellwethercoffee.com

Headquarters
Berkeley, California, USA

ABOUT BELLWETHER
A LEADER IN COFFEE ROASTING TECHNOLOGY

Bellwether Coffee is a high-growth technology company positively transforming the coffee industry with their revolutionary commercial coffee roaster powered by cutting-edge automation software. Innovation is no stranger to Bellwether. Their coffee roaster is unprecedented: it's fully electric, ventless and gives off zero-emissions. The design of the roaster also makes it accessible to small cafes and large brands alike. Because of these innovative features, demand has soared for Bellwether Coffee's coffee roaster.

THE CHALLENGE
SCALING SERVICE & FIELD OPERATIONS TO MEET GROWING DEMAND

Bellwether's growth plan needed a platform with tools to structure, streamline and measure their service operations. Their priorities included increasing customer service functionality with case management and knowledge features, inventory management and asset tracking, adding the ability to schedule technicians, and capability to share and schedule with their service partner technicians through a partner community and Field Service mobile.

BELLWETHER'S TOP PRIORITIES

Improved Customer Service Functionality with Case Management	Inventory Management and Asset Tracking	Simplified Technician Scheduling	Capability to Share and Schedule with Service Partner Technicians

THE SOLUTION
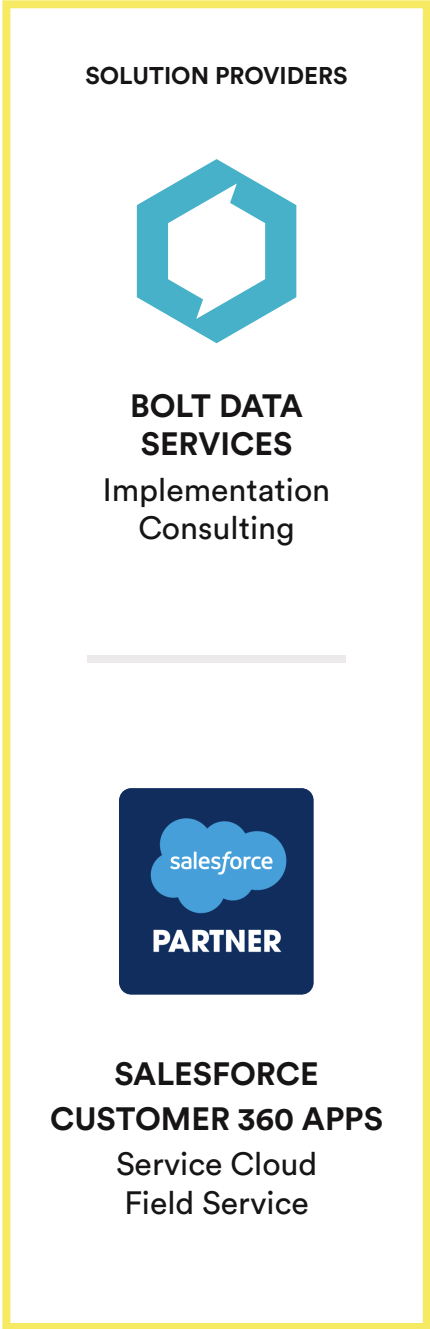### DEVELOPING A FUTURE-PROOF SERVICE SYSTEM

To scale their customer service and field service operations, Bellwether Coffee added Salesforce's Service Cloud and Field Service products to their existing Salesforce platform and engaged Bolt Data to implement these complex cloud systems.

To address Bellwether Coffee's top priorities in their growth plan, Bolt Data developed a comprehensive case console built using Salesforce Service Cloud and Field Service. The case console streamlined customer information across Bellwether's entire service organization which enabled automated data processes, efficient technician scheduling, remote console access and customer data accuracy.

AUTOMATED DATA PROCESSES

With this console, important customer information that a service agent needed to locate quickly is now easily accessible. Everything from account history to the asset serial number is available on the main console page and additinoal data elements are able to be added, such as part orders and returns (RMAs), service contracts and milestones and also detailed reporting. This allowed Bellwether to automate their entire data management process. Prior to the console, it was a manual data management process and service level agreements were tracked individually by agents which severely inhibited customer service functionality.

With data automated, tech services can continue with such a detailed level of reporting and machine information that instead of only focusing on preventative maintenance, repair truck rolls could be avoided altogether. It's a huge benefit for Bellwether to have the tools to track and report on technical issues, minimize major troubleshooting and improve first work order resolution (also known as the FCR metric).

SOLUTION PROVIDERS

BOLT DATA SERVICES
Implementation
Consulting

salesforce
PARTNER

SALESFORCE CUSTOMER 360 APPS
Service Cloud
Field Service

BOLT DATA

EFFICIENT TECHNICIAN SCHEDULING

Scheduling and dispatching work orders to technicans and having the capability to share and schedule with their service partner technicians were huge wins that didn't exist before. Bellwether is now able to leverage Field Service Lightning mobile and the partner community to dispatch partner service technicians. When customer service agents are scheduling work orders, they now have the ability to select the right technician for the right job, which directly links to the business metric of first-time fix rate (FTF) and more importantly customer satisfaction.

REMOTE CONSOLE ACCESS

The console allows Bellwether employees and service partners to receive job updates, get customer details, access knowledge articles, and view and update van stock or inventory. Once on-site, they walk through checklists to make sure all steps are covered, add notes, log the completed work and generate the service report — all from their mobile device. With the addition of the system functionality, there is now a way to collect and organize all incoming and outgoing dispatches.

THE RESULTS
A SERVICE TEAM EQUIPPED FOR SUCCCESS

With Bolt Data's implementation of Salesforce Service Cloud and Field Service, there's a single source of truth for customer data across Bellwether's organization. Agents have access to a comprehensive view of customer profiles, a single source of truth for customer data and all of the field service functions needed to continue to scale with future success. Understanding and implementing the customization abilities of Salesforce can be daunting, but backed by Bolt Data's services, the Bellwether team has proven they aren't afraid of complexities. After all, they designed the groundbreaking coffee roaster. Taking on a new system to help them grow and flourish is another stop on Bellwether's journey to success.

100%
DATA AUTOMATION

OPERATING COST
REDUCTION

CUSTOMER
SATISFACTION
IMPROVEMENT

BOLT DATA