



FIND YOUR GROWTH PARTNER

# Case Study

IMPROVING PROCESSES AND CUSTOMER  
EXPERIENCE WITH SERVICE CLOUD



OITC: CUSTOMER SUCCESS STORY

# Overview

A prominent Australian footwear company has established itself by harmonising fashion with foot health and comfort in their shoe designs, with an emphasis on personalised customer service aiming to deliver tailored fittings and meaningful interactions. Our project objective was clear: build an efficient platform allowing staff to assist customers in finding footwear that matched their style and ensured optimum comfort and support.

## Challenges

Before integrating Salesforce, the company wrestled with several operational challenges. Call quality issues slowed customer service, while using multiple tools complicated the onboarding process for new staff. Amidst a significant digital transformation, they needed assistance transitioning various technologies, including warehouse systems.

## The Objective

The company aimed to centralise all service-related activities onto a unified platform using Service Cloud. This consolidation needed to allow for access to comprehensive customer details, order history, marketing interactions, reviews, chats, refunds, and returns.

## Products & Solutions

Opting for Salesforce Service Cloud and Digital Engagement was strategic. These products seamlessly integrated with their Shopify site and other essential systems, providing comprehensive data consolidation within the Salesforce instance.

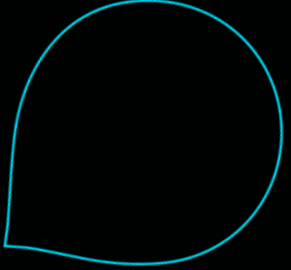
## Growth & Competitive Edge

Salesforce was crucial in upholding service levels and keeping customers at the forefront, as the company's distinctive factor relied on its exceptional, high-touch customer service within the footwear retail sector.



## Benefits

- A comprehensive, unified view of each customer, consolidating their preferences and history.
- Facilitates efficient collaboration among service teams by providing a centralised workspace.
- Streamlines customer service processes by organising and managing data effectively.
- Saves time and ensures personalised customer interactions.
- Improves customer satisfaction and loyalty through tailored service experiences.



**The collaboration between the company and OITC, leveraging Salesforce, led to significant improvements in customer service, operational efficiency, and the overall customer experience.**

# FIND YOUR **GROWTH** PARTNER

CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES  
OR DREAMS YOU MIGHT HAVE.



**MM+ Implementation Partner  
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