

# Case Study

## About Client

Our entertainment client that has an on-demand video streaming entertainment platform and a digital vertical of SVF, Eastern India's largest entertainment company. As a television content provider, film producer, and distributor, it has plans to expand its business to South India in its native languages.

## Objectives of Client

The client wanted to overcome the issues related to:

- › Inability to view ensure customer info, insights, and tickets on a single console by their service team.
- › The service teams were unable to assist customers instantly
- › Scaling and managing the business and operations was cumbersome across multiple platforms and others



Hence, they approached us for guidance, implementation, and support required to transform digitally using the Salesforce platform. With digital transformation, their expectations to improve the long-range user experience, case management, customer relationships, and customer support.

## Project Requirements

To gather info on existing systems, identify gaps, and plan an implementation strategy based on the nature of the business objectives.

## Our Solution

Our certified Salesforce experts executed a well-planned digital transformation strategy by implementing Service Cloud in a phased manner to avoid ambiguity, system disintegration, and process interruptions.

## Major challenges during implementation

The challenges involved during project implementation are:

- › Segment integration to get user info, subscription, and payment data
- › Knowlarity CTI integration for personalization of voice calls from support
- › Bulk pulling of data from segment to Salesforce
- › Customization, implementation, and automation of the chatbot with a predefined set of FAQs



## Outcomes

- › Our client has improved the ensure support process by fully automating the timeframe decision-enabled reports for visibility of customer-related info, insights
- › Automated the end-to-end user subscription process with a payment gateway
- › Improved customer assistance with self-service customer service chatbots
- › It has kick-started its digital transformation journey by automating its support processes and orchestrating data between Segment and Salesforce to fetch/publish real-time data
- › These enhancements in the processes have improved Customer Xperience (CX), relationships, and service teams' productivity



50+

Clients

4.9/5



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600+

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