Self Service Client Portal

Pratik Mistry
Pratik.mistry@railbotsolutions.com

https://railbotsolutions.com
https://YourSalesforceBuddy.com

Service Cloud and Experience Cloud Implementation for Global Publishing Office

Objective

To enhance the customer service operations of the Global Publishing Office (GPO) by implementing a robust case management system using Salesforce Service Cloud and Experience Cloud. The primary objective was to create 'askGPO' Portal, enabling customers to submit various categories of cases and facilitatecase management through the Service Console.

Problems Reported

- The existing system was outdated and cumbersome, leading to delayed responses and poor customer service.
- Case management was manual, resulting in errors and inconsistencies.
- Customers had no way to track the status of their submitted cases or verify responses.

Goals to Achieve

- Automate Case Management: Implement a system that automates case assignment and handling.
- Improve Customer Service: Enhance the customer experience by providing a user-friendly portal for case submission and status tracking.
- Increase Efficiency: Streamline internal processes to reduce response time and improve accuracy.

Kickoff → Ideation → Design → Develop → Deploy → User Training
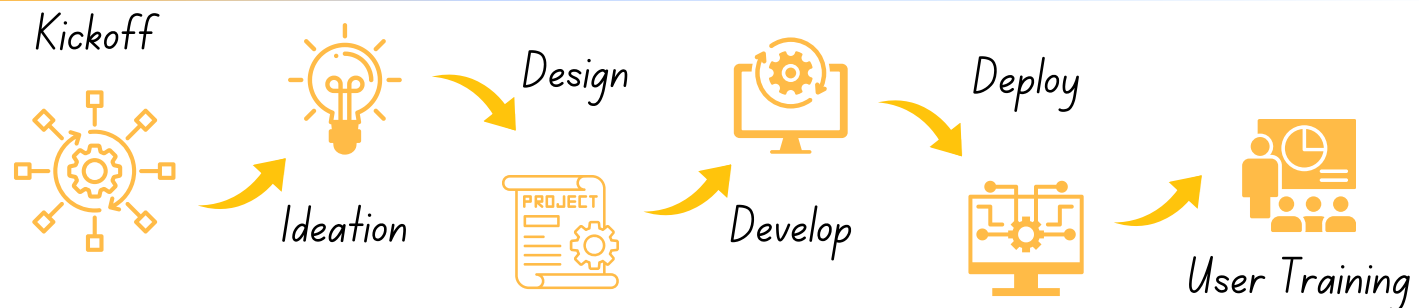
Achievements and Key Results

- Developed a comprehensive customer portal allowing users to submit cases, track statuses, and receive responses efficiently.
- Implemented Service Cloud Service Console for agents to manage and execute cases seamlessly.
- Automated the assignment of cases based on predefined rules, ensuring that cases are directed to the appropriate agents.
- Established automated email flows to keep customers informed about their case status and updates.
- Developed components to collect and manage data effectively, enhancing the overall functionality of the portal.
- Significantly improved customer satisfaction by providing quick and verified responses to incoming cases.
- Operational Efficiency: Streamlined the transition from a legacy system to an automated system, resulting in faster case resolution and reduced workload for agents.

Conclusion

- The implementation of the Service Cloud and Experience Cloud for the Global Publishing Office by RailBot Solutions resulted in a highly efficient and automated case management system. The askGPO Portal has transformed customer interactions by providing a seamless and transparent process for submitting and tracking cases. Internally, the use of Service Console, case assignment rules, and automated email flows has streamlined operations, leading to quicker case resolutions and improved customer satisfaction. This project has successfully modernized GPO's customer service operations, setting a new standard for efficiency and service quality.