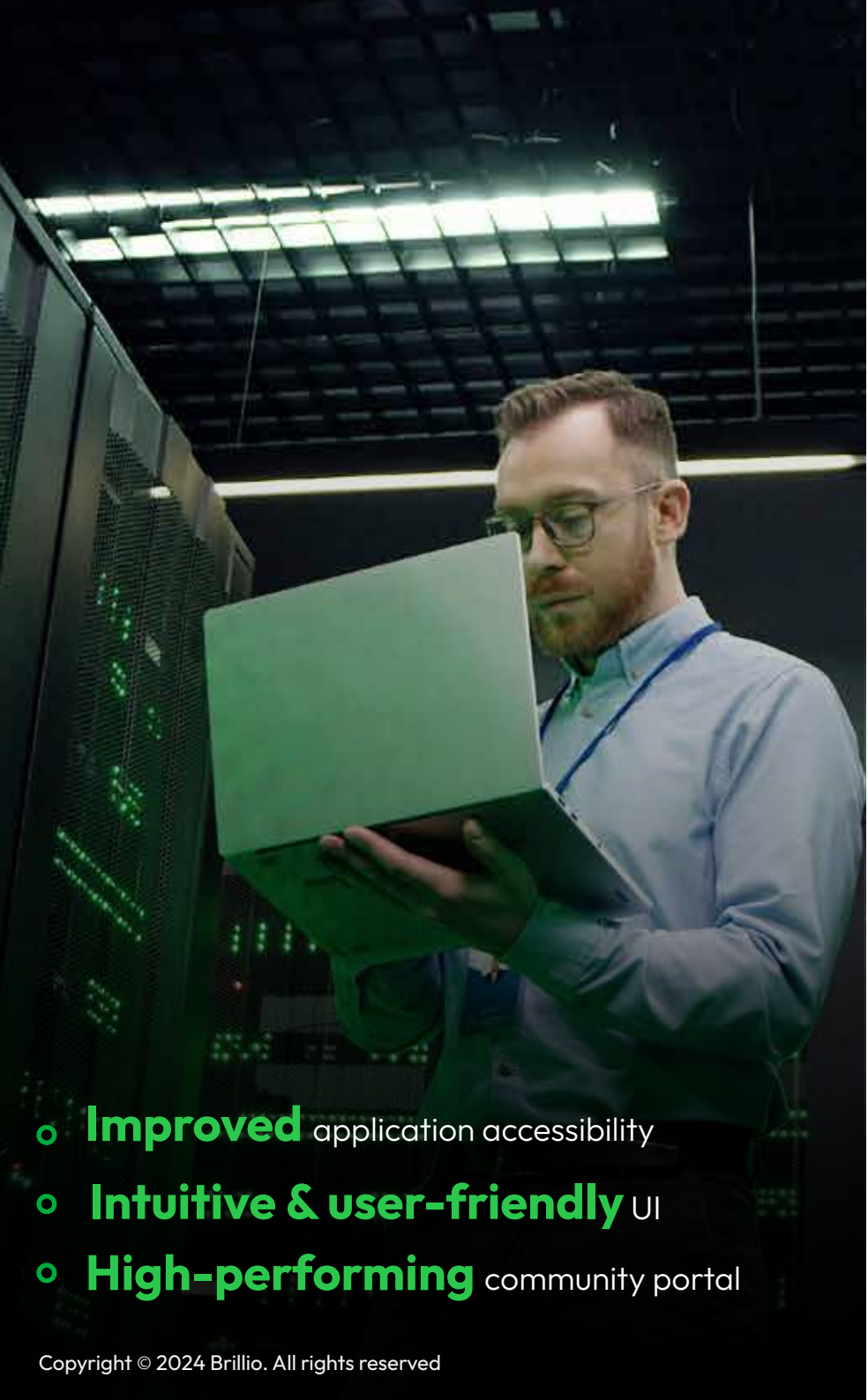


Journey through **Experience Cloud**

An eBook of Success Stories

brillio





Reimagining User Experience Through a Modern Hospitality Portal

About

An American multinational hospitality company managing and franchising a broad portfolio of hotels and resorts sought to enhance user engagement through a revamped community portal.

Challenges

The client faced several challenges in their existing community portal. The primary need was to enhance and standardize the UI/UX while delivering an extensible, responsive Salesforce Community portal for their users. The current portal required significant improvements in design systems adherence, technology implementation, and responsiveness. Hospitality users needed a more efficient experience, particularly regarding Action Items and Waivers following QA audits. Additionally, while the main focus was on viewing informative data, there was also a need for data filtering capabilities, especially for Action Items.

Solution

To address these challenges, the project began with designing the User Experience for the Community Portal through extensive stakeholder interviews. The UI/UX design was then translated into accurate representations using HTML and CSS. Implementing the latest Salesforce technology on the Lightning platform, particularly Lightning Web Components (LWCs), ensured the portal was modern and efficient. A strategic blend of Salesforce standard community features and custom development was utilized to accelerate solution delivery.

Impact

The revamped portal significantly improved application accessibility, providing an intuitive and responsive UI that is easily accessible from mobile devices, iPads, and desktops. The use of the latest technology notably increased performance, resulting in a more efficient portal. The enhancements led to increased usage of the community by hotel users and a reduction in cases due to the informative and user-friendly UI.

- **Improved** application accessibility
- **Intuitive & user-friendly** UI
- **High-performing** community portal

Gaining \$150 mil. in Market Share with MuleSoft Transformation

About

One of the largest banks in the Philippines in terms of assets sought to improve its customer service and onboarding processes through advanced digital solutions.

Challenges

The bank faced significant challenges that hindered both its service agents and customers. There was a lack of 360° visibility into cases and transactional data for the service agents, making it difficult to provide efficient support. Data integration with core banking systems presented another major obstacle, as disparate systems created a fragmented experience. Additionally, there was a need to create a unified and intuitive user experience for both agents and customers to streamline operations and improve satisfaction.

Solution

To address these challenges, a unified customer service desk was established by integrating approximately 15 disconnected systems via Dynamics and MuleSoft. This integration provided a seamless flow of information and enhanced operational efficiency. A proactive and agile approach was adopted to transform the banking infrastructure, focusing on moving towards digital banking. The implementation of an API platform using Mule4 followed a phased delivery approach, ensuring systematic progress and minimizing disruption. Agile mobility solutions were also introduced, including IVR requests and handling email incidents, which contributed to a more responsive and efficient service.

Impact

The comprehensive solutions led to a 40% reduction in the total cost of ownership (TCO) in terms of time to market and operational costs. The bank saw a significant increase in market share by \$150 million, along with a faster turnaround time. The enhanced agent experience resulted in increased productivity, as agents now had better tools and data at their disposal. Customer satisfaction grew substantially, with a 60% increase due to the digitization of KYC, onboarding, and self-service capabilities.

- 
- **40%** reduced TCO
 - **\$150 mil.** market share gain
 - **60%** increased customer satisfaction



- o **70%** NPS score
- o **92%** First Contact Resolution
- o **45%** Issue Resolution Time

Accelerating Issue Resolution by 40% with Enhanced Service Cloud & Community Cloud

About

An American multinational biotechnology company based in Cambridge, Massachusetts, specializes in the discovery, development, and delivery of therapies for treating neurological diseases to patients worldwide. Seeking to improve its HR services, the company aimed to transform its HR portal to enhance support and self-service functionalities.

Challenges

The existing HR portal faced several inefficiencies that impeded its effectiveness. The support case allocation, prioritization, and escalation processes were inefficient, leading to delays and confusion. Standard issues required multiple clicks to respond, consuming valuable time. The self-service content for employees was unorganized, making it difficult for users to find the information they needed. Additionally, the portal was incompatible with mobile devices, limiting accessibility for employees on the go.

Solution

A comprehensive transformation of the HR portal was undertaken to address these challenges. The agent console was enhanced with a case feed view, enabling agents to pick up cases automatically with the "Get Next" feature and simplifying the escalation process. Macros and workflows were implemented to streamline email template selection, reducing the number of clicks needed to respond to standard issues. The employee portal was redesigned for mobile compatibility, ensuring that employees could access it from any device. Self-service content was improved by adding context to articles and enhancing search and categorization of knowledge base articles. Additionally, Google Analytics was implemented to monitor web traffic and gain insights into portal usage.

Impact

The transformation yielded significant improvements in HR service delivery. The company surpassed its goal for Employee Net Promoter Score (NPS) by achieving a 70% score, well above the target of 65%. First Contact Resolution also exceeded expectations, reaching 92% compared to the goal of 85%. The time to respond to issues improved by 45%, reducing from 2 days to 1.1 days, and the time to resolve issues saw a 40% improvement, dropping from 3 days to 1.1 days.

Reinventing UX with Partner Portal Transformation

About

An American publicly traded technology company headquartered in Mountain View, California, specialized in developing all-flash data storage hardware and software products. The company aimed to enhance its partner portal to improve user experience and engagement.

Challenges

The company faced several challenges with its legacy partner portal. Usability concerns were prominent, as the portal lacked personalization and customer-centric customization. Additionally, content presentation was unstructured and scattered, making it difficult for users to navigate and find relevant information.

Solution

To address these issues, a significant overhaul of the partner portal was initiated. The new design focused on overcoming intuitiveness, navigation, responsiveness, and design language issues, ensuring design uniformity across the portal. A scalable, personalized, and customizable solution was developed to cater to the diverse needs of partners. Extensive design workshops were conducted to ensure significant improvements post-implementation. The modern and intuitive portal featured redesigned navigation, menu bars, banners, headers, page titles, and page layouts, with uniform fonts and sharper content presentation.

Impact

The transformation led to significant enhancements in the portal's usability, making it easier and more intuitive for partners to use. The increased configurability and extensibility of the portal allowed for better customization to meet specific partner needs. Additionally, the consistency of the design language across the partner portal created a more cohesive and professional user experience, ultimately improving partner satisfaction and engagement.

- o **Intuitive** portal
- o **Design & language** consistency
- o **Enhanced** user experience

Streamlining Service Operations Through Agile Service and Community Cloud Solutions

About

The client, a leading provider of software as a service and products, sought to improve its service delivery and customer engagement by implementing Service Cloud and Community Cloud in an agile manner.

Challenges

The client faced significant challenges due to poor implementation by a previous vendor. They needed modern, branded self-service communities for customers and partners. Additionally, skewed case metrics were a problem, caused by customers reopening cases for disparate issues. The client's workflows for automated case resolution on Service Cloud were overly complex, difficult to manage, and often violated Service Level Agreements (SLAs).

Solution

To address these challenges, a unique flow matrix was built in Service Cloud, associating parent and child artifacts to streamline processes. A branded Community Cloud was implemented for both customers and partners, providing a cohesive and user-friendly interface. The Service Cloud implementation included a multi-level flow matrix document to trace and identify process flow issues quickly. Furthermore, milestone calculations and tracking were improved using a custom SLA tracker, ensuring adherence to service commitments.

Impact

The agile implementation resulted in better community engagement, with increased usage by the community and knowledge teams. There was a significant increase in user adoption, leading to higher rates of case deflection and self-service. Overall, the transformation led to a more efficient, user-centric service delivery model, enhancing both customer satisfaction and operational efficiency.

- **Improved** community engagement
- **User-centric** delivery model
- **Increased** customer satisfaction

Enhancing Customer Support with Service Cloud Lightning and Community Cloud

About

The internet's premiere destination for photographic and video equipment rental aimed to enhance its customer service capabilities.

Challenges

The company needed a platform to support omnichannel customer service, as an upgrade from their existing Oracle RightNow system. They experienced difficulties routing cases from multiple service channels and lacked chat functionality in their current system. Additionally, no systems were in place to support customer personalization or email-based targeting, and there was a need for standard-quality mailer templates.

Solution

To overcome these challenges, the Lightning Service Console was configured to provide a 360-degree view of the customer, enabling three channels for case logging with queue-based routing. Person account conversion to business accounts was enabled, and a customized private attachment feature was built. Live Agent functionality was implemented on the website and integrated with the console. Single Sign-On (SSO) was developed for the newly branded Napili Customer Community via the Invoca WebApp.

Impact

The implementation led to significant improvements. Ease of access was enhanced through the deployment of SSO, leading to better adoption of the Customer Community. Collaboration improved with a 360-degree customer view, benefiting both marketing and support teams. User adoption increased, as did collaboration between agents and experts via Chatter, resulting in faster case resolution.

- **360-degree** customer view
- **Enhanced** access
- **Increased** user adoption



- **Accelerated** implementation time
- **Improved** forecasting capabilities time
- **Enhanced** channel performance

From Months to Weeks: Boosting Channel Performance with Enhanced Partner Portal Solutions

About

The client, a provider of expert, technology-enabled solutions and best-practice processes, helps the world's leading B2B companies grow and retain revenue from existing customers. The client sought to improve channel partner performance to enhance their partner portal.

Challenges

The client faced significant challenges in effectively measuring and forecasting channel partners' recurring revenue performance. There was no mechanism for accurate channel forecasting, and engagement with indirect customers was lacking. Additionally, channel partners needed better tools for deal assistance and a productized solution to streamline operations.

Solution

To address these challenges, the channel deal process was automated, enabling channel partners to view available opportunities, download price quotes, and access account information. This enhanced engagement allowed channel partners to view their current performance and collaborate with OEM partners to identify upsell and cross-sell opportunities. The solution also included the provision of account plans and sales plays designed to meet performance objectives. Predictive analytics were utilized to identify at-risk customers and prevent churn.

Impact

The implementation time was significantly reduced from three months to five weeks, demonstrating the efficiency of the new system. The migration of customers from legacy to managed products across OEMs was successfully achieved, providing a future-ready scalable solution. Improved forecasting capabilities for channel partners further enhanced their ability to manage and grow revenue. This comprehensive enhancement of the partner portal resulted in better channel performance and increased overall engagement.

Streamlining Operations & Improving Customer Engagement with Community Cloud

About

The client, an educational organization, offers a unique education that inspires children to be creative problem-solvers, innovators, and leaders. Their approach integrates a strong liberal arts curriculum with STEAM-inspired learning, fostering a comprehensive and engaging educational experience.

Challenges

The organization faced several challenges with its enrollment process. There was a pressing need for a digital platform to support student enrollment activities, as the existing manual system created difficulties for parents trying to change information, update campus preferences, and manage other self-enrollment activities. These manual processes made enrollment and re-enrollment cumbersome and inefficient for both parents and the school administration.

Solution

To address these challenges, a self-service solution was developed, enabling parents to handle re-enrollment, make payments online, and update their contact information with ease. Dashboards and demand reports were designed to monitor community engagement activities, providing valuable insights into the enrollment process. Integration with NetSuite allowed the institution to track new student enrollments effectively. The community platform was built to scale, with the potential for future interactions with parents, ensuring long-term usability and adaptability.

Impact

The implementation of the Community Cloud led to a significant reduction in the number of inquiries and calls for admission services, indicating a smoother and more efficient process. The solution greatly increased self-service capabilities for parents, allowing them to update information for the upcoming school year and change campus preferences independently.

- **Reduced** number of inquiries
- **Improved** self-service capabilities
- **Enhanced** customer engagement

Building a Connected Workplace with a Smart Employee Portal

About

An American glass-manufacturing company specializing in smart glass based on electrochromism, founded in 2007 and headquartered in California, sought to enhance internal communication and collaboration.

Challenges

The organization faced several challenges due to the absence of an employee intranet portal. Communication and collaboration across the company were not streamlined, and there was no central repository for storing important organizational documents with proper access control. Announcements, changes in procedures, and policies were communicated via email, which employees had to store on their laptops. Additionally, the lack of a global search function, people directory, and single sign-on using Outlook credentials further hindered efficiency.

Solution

To address these issues, an employee portal was built on Salesforce Community Cloud. This portal displayed department-wise events, announcements, news, and knowledge articles. Department-specific subsites were created to show content based on geo-location, designation, and department, increasing awareness of upcoming events and news. Integration with Box cloud storage allowed the portal to feature photo gallery albums on landing pages. Chatter was implemented to enable employees to ask questions, conduct polls, and collaborate effectively.

Impact

The implementation led to a significant increase in the frequency of employees using the portal. The creation of a centralized repository of knowledge articles provided a one-stop access point for information. Awareness of future events, announcements, and departmental news significantly increased, enhancing overall employee engagement and communication within the company. The streamlined communication and collaboration tools improved organizational efficiency and connectivity.

- **Increased** awareness
- **Enhanced** employee engagement
- **Improved** organizational connectivity

Optimizing Healthcare Compliance with Salesforce Community Cloud

About

A leading global provider of software and services for managing compliant healthcare professional (HCP) engagements sought to enhance their platform to better accommodate diversified customer needs and support multiple devices.

Challenges

The company faced several challenges with its existing system. It needed an integrated platform that could address varied customer requirements while being cost-effective. The existing .Net system was complex and built separately for each customer, leading to inefficiencies. Furthermore, the solution's inability to support tablets caused significant customer dissatisfaction.

Solution

To address these challenges, a robust healthcare industry product was developed and deployed across life science customers. The new system efficiently supported complex compliance rules through configuration, including organizational hierarchy, expenses, and approval processes. Expense management for HCPs was streamlined through mobile and portal solutions. The minimum viable product (MVP) was delivered within four months, demonstrating the team's commitment to rapid and effective implementation.

Impact

The successful implementation transitioned the company from a solutions-based approach to a product-oriented organization. A service-first architecture was achieved, offering flexible processes and efficient support for global event compliance across various countries and regions. This transformation significantly improved customer satisfaction by providing a reliable, device-compatible platform that met the diverse needs of their global clientele.

- **Service-first** architecture
- **Flexible & efficient** support
- **Device-compatible** platform



750% Website Traffic Increase Next-Generation Help Center Using Salesforce Community Cloud

About

An American event management and ticketing website that allows users to browse, create, and promote local events sought to upgrade its help center to better serve its global customer base.

Challenges

The company needed to develop a world-class help center that could operate across 16 countries and support 17 languages. It faced complexities in case classification, a lack of analytics for the help center, and needed improvements in its chat channel. Additionally, the existing system required multiple clicks to view email communications and lacked integration with its in-house toolset.

Solution

To address these challenges, a custom site was developed, integrating a knowledge base (KB) with internationalization (i18n) and rich media support. Google Analytics was incorporated for comprehensive analytics, and a feedback widget was added for real-time customer feedback. An interactive side panel was created to manage multiple case classifications easily. Multi-lingual support was implemented for the survey site, and a branded live agent chat feature was introduced. An email message service was established to create risk events, and a consolidated email view allowed users to see both text and HTML emails seamlessly.

Impact

The implementation led to significant operational efficiency, handling 20-30K weekly cases with 120 agents and achieving a 50% reduction in weekly web cases. Customer engagement improved dramatically, with a 750% increase in website traffic. The new system also provided valuable business insights, doubling the accuracy and utilization of customer satisfaction (CSAT) survey feedback. Overall, the next-generation help center greatly enhanced customer support capabilities and engagement.

- **50% reduction** in weekly web cases
- **750% increase** in website traffic
- **Enhanced** customer support



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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