

# Salesforce Case study – Online Self-service Community

Location:  
Virginia

Industry:  
Technology

## What we did...

- Avco Consulting proposed a solution that not only enabled self service, but also leveraged their existing Salesforce Service Cloud investment We provided strong business engagement with the client to ensure that the solution removed key pain points for the organization and took advantage of the capabilities included with Salesforce
- Built a self-service customer community using napili template and exposed the knowledge articles
- Exposed the questions feature for self-service abilities
- Utilized declarative programming as much as possible to provide succinctness and improve readability and usability
- Lightning components were used where possible to enhance the user interface

## What's the problem?

The client needed to source a better way of engaging and interacting with their customer and enabling self service capabilities

1. To implement a central repository for staff to access customer enquiries
2. To re-platform the legacy knowledge management system and transition to Salesforce to utilize new technology, and retire older, obsolete products
3. Enable customers to self serve, as well as raised questions
4. Enable the ability for specific internal teams to process enquiries containing sensitive security information
5. Provide the ability for customers to self-service and close their own cases

## How did it do?

- The solution provided increased processing efficiency and customer engagement through a revamped knowledge platform and enhanced user Interface
- Reduced the number of cases solved by agents by 60 percent
- The retirement of obsolete products and a streamlined service to cut unnecessary costs
- Engagement with a larger audience segment through the addition of self serve options and the ability to ask questions
- Uplift in staff efficiency by providing a 360 view of the customers, and their enquiries, all in the one platform

