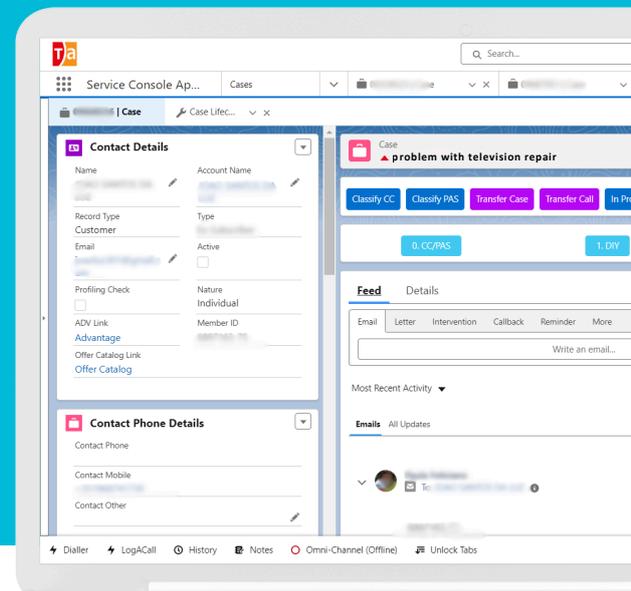


Success Story

Implementation of Complaint Management System (CaaS)



CUSTOMER CHALLENGE

In order to better meet consumers' needs for legal assistance and provide a good omnichannel experience for consumers, the CaaS project aimed at fully integrating the existing digital complaints handling platform with the new case management tool within Euroconsumers (built on Salesforce).

This project aimed at launching a complaints concept to better support consumers in resolving their disputes, while also being able to work with external partners.

- CaaS (Complaint as a Service) is the solution to strengthen Euroconsumers' positioning in today's fast-growing legal markets, with strong competition from both new players (legal technology start-ups) and established players (law firms and insurance companies).
- CaaS is a unique positioning driver in the market, as Euroconsumers are the only ones to support consumers from beginning to the end when they face a legal problem in a digital way: from legal advice to the intervention of in-house lawyers, via mediation, right through to recourse to the courts when there are no more options.

SOLUTION

- Fully integrated complaint management system accessible by back office resources. Customers enter their complaints through the existing Euroconsumer website for a smooth resolution or by companies themselves, or by internal lawyers.
- Solution has been localized to the needs of every country member of the project (Spain, Italy, Portugal and Belgium)

About the Client:

Euroconsumers is a group of consumers associations present in 5 countries: Belgium (Testankoop/Testachats), Italy (Altroconsumo), Portugal (Deco Proteste), Spain (OCU) and Brazil (Proteste).

Euroconsumers is actively promoting and defending consumer's interests, ensuring that markets are fair and consumers are safe.

Industry:

Non-Profit

Headquarters:

Brussels, Brussels-Capital Region, Belgium

Employees:

Around 1000 employees

PRODUCTS IMPLEMENTED



Salesforce Service Cloud integrated with document management system and messaging platform



euroconsumers



asUgo