



## Objective

The client, a profitable US-based manufacturer of electronic appliances, wanted to improve the performance of its Service department.

## Scope

- Pools of service reps were created for specific customer segments & product categories.
- Case Assignment Rules - to route cases to correct pools based on parameters such as channel type, customer segments, product categories & type of case.
- Web-To-Case and Email-To-Case - to allow customers to log their queries/complaints by using a form on the company website or through emails
- Case escalation rules - to ensure that the cases were resolved in time.
- Case Entitlements - to provide an appropriate level of support to the customers.
- Lightning Service Console customization - to give the support team a seamless access to cases, related customer records, entitlement milestones & SLAs.
- Salesforce Knowledge - to turn cases into articles which other agents facing similar issues could use.
- Reports (e.g. First Response Time & Average ticket resolution time) and dynamic dashboards

## Technology

Salesforce Service Cloud

## Benefits

- Queues and case assignment rules eliminated the problem of unattended cases.
- A 30% decrease in case resolution time.
- Customer retention was up by 25% as against the projected 20%.
- The First Response Time (FRT) was down to 10 hours.
- Average abandonment rate fell from 25% to 10%.
- A definite improvement in the Net Promoter Score (NPS).

## Challenges

An internal study had unearthed following issues:

- Customer care was losing track of a sizable number of logged cases.
- The First Response Time (FRT) was 40 hours - as against the industry average of 24 hours.
- Cases were taking a long time to get resolved.
- Cases from premium customers were not getting handled on an urgent basis.
- Cases for different segments/products needed to be handled by separate teams.
- No organization-wide knowledge base existed to solve repetitive problems.

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