



Manufacturer

Industry - Manufacturing

Products Used - Service Cloud



Industry

Manufacturing

One of North America's leading custom extruders; specializes in offering top-quality extruded plastics design, engineering, manufacturing, and fabrication services.

Products Used

 Service Cloud

Challenge



Our client sought to implement a case management system that would allow employees to capture, manage, and report all customer interactions in Salesforce.

- Employees communicated with clients through siloed personal channels
- Customer journeys were fragmented and often less-than-satisfactory
- Team leaders lacked the high-level oversight required to track performance
- Service teams employed disparate (and often ineffective tactics) to resolve inquiries
- Company acquisitions had no centralized guidelines to follow for branded service experiences

Value Delivered



The Gerent team implemented Service Cloud and Email-to-Case management. Additionally, our team:

- Created a Service Console App to facilitate mobile communication
- Designed a Web-to-Case form for rapid inquiry intake
- Established email-to-case channels to direct customers to appropriate teams

Results



Gerent has empowered the manufacturer to:

- Capture, organize, and access client data through a single platform
- Establish a standardized service process
- Provide a consistent brand experience across teams and acquisitions