



The Safety Company

Manufacturing - Safety Products

Products Used -

Service Cloud
Experience Cloud
SF Knowledge



Industry

Manufacturing (Safety Products)

MSA Worldwide LLC ("The Safety Company") is a global leader in safety product development and manufacturing. Headquartered in PA with approximately 5,200 employees worldwide, MSA focuses on serving industries such as oil and gas, fire service, construction, and mining across the Americas, Europe, Middle East, Africa, and Asia-Pacific.

Products Used



Service Cloud



SF Knowledge



Experience Cloud

Challenge



MSA is a longtime Salesforce customer engaged in a multi-year improvement initiative. The company intends to leverage its Salesforce investments to drive progress towards revenue + profitability goals, differentiate customer service, and tailor its processes and resources to better serve both high-value and limited-value customers.

During this project phase, MSA engaged Gerent to help bring the customer service processes used by the company's teams in AMER, EMEA, and APAC into alignment. We were selected as MSA's chosen partner on the basis of our global team, dedicated AI & Data practice, and industry-first perspective on customer care and process alignment.

Pre-project, MSA faced several challenges, including:

- **Inconsistent internal customer service processes;** teams in EMEA and APAC utilized different tools and processes than teams in AMER.
- **Decentralized knowledge data in EMEA and APAC;** knowledge articles on products, internal processes, and protocols were not easily accessible to non-AMER teams.
- **Siloed case and customer data.** Because service representatives handled cases via email and stored case data in their inboxes, it was impossible for employees (sales or service) to achieve an instant, accurate perspective on a customer's account or open cases. Case inquiries and sales conversations were disjointed; employees did not have visibility into other departments' conversations with their customers.
- **Inefficient processes** that relied on manual input and analysis to prioritize and approve work. Core activities such as case management (e.g., creation, handling, prioritization, escalation, closure) and order refund approval required manual input and were handled primarily over email.
- **Partners (distributors) lacked a communication channel for providing feedback,** asking questions, and opening/managing cases with MSA Customer Service.

Value Delivered



Gerent worked closely with MSA to define a differentiated customer care experience and align service processes across the company's AMER, EMEA, and APAC teams. Our consultants:

- Guided process standardization for teams in the EMEA and APAC regions
- Implemented Service Cloud for MSA's customer service teams
- Implemented an Experience portal for MSA's partners (distributors)
- Implemented Salesforce Knowledge and advised on data migration
- Leveraged automation to streamline and improve core processes (e.g., credit/debit memo approval, case routing/assignment, case escalation, etc.)
- Improved the UX for new case creation
- Improved internal and external communication by migrating from Comments to Chatter

Results



Following this phase, MSA is ideally positioned to achieve its strategic goals of:

- Driving progress towards its revenue + profitability goals
- Delivering differentiated customer service
- Tailoring its processes and resources to serve its partner distributors and customers

"Gerent's technical resources are top notch. We are looking forward to working with Gerent again." – **Brenda Chippich, Global CRM + CX Director**