

Industry - Manufacturing

Products Used - Service Cloud Experience Cloud Salesforce Knowledge









IndustryManufacturing

Aa global leader in the design and manufacture of precision automation solutions for the semiconductor and electronics manufacturing industry.

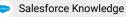
Products Used



Service Cloud



Experience Cloud



Challenge



Our customer, a manufacturer, used a homegrown CRM system for customer situation management, which was archaic and did not fit the scope of their evolving needs as a global service organization. The company sought a tool that was available, scalable, and would provide visibility and access from any device, any where. Before implementing Salesforce:

- Employees had limited flexibility when accessing their legacy CRM system; they
 were unable to view or act on information unless they were at their desk.
- Due to lack of connectivity, external service providers, including reps and channel partners, did not have access to important and relevant information, nor could they input valuable customer situation data.
- Customers lacked a way to interact with customer support and had no way to self-serve by using the company's knowledge base. They were not able to log a case and get effective communication and updates for their unresolved issues.



Ameet Ravetkar Global Services Executive Corporate Change Leader Advisory Board Member

"As I led this multi-year transformation tailored to our business and customers' needs, Gerent played a critical role. They took time to sit down with us to understand our requirements and modified the Salesforce Service Cloud, Experience Cloud, and Knowledge Base tools accordingly.

It's important to have a partner like Gerent.

Value Delivered



Gerent implemented Salesforce's Service Cloud, Experience Cloud, and Knowledge to uncover a solution with ease-of-use and enhanced visibility for the manufacturer, its external partners, and its customers. Our consultants:

- Designed workflow and service management capabilities per our customer's requirements to improve case management and issue resolution
- Stood up a customer portal for customers to self-serve and utilize smart search capabilities using the manufacturer's robust knowledge base, which had been built up over several years
- Developed custom case record pages with the ability to access and share important information such as case history, customer reports, and technical back reports, including quality failures

Results >



Gerent enabled the manufacturer to:

- Manage its sales pipeline with a customer 360° view
- Capture all of the field issues and communicate them internally and externally
- Enhance escalation management to meet the customers' needs