



## Case Study

# Digitising Contact Center for Leading OEM to Improve Customer Experience

GlobalLogic upgraded a leading Australian original equipment manufacturer's contact center, significantly improving customer service efficiency.

The contact center went from being ranked towards the bottom to **among the top three globally in service performance.**

# Digitising Contact Center to Drive Operational Efficiency and Improve Customer Experience

## Opportunity

Our client's contact centre was having operational challenges across several areas which was causing inefficiency in case management and poor customer experience.

**Technology limitations** made it difficult to cope with the varied contact types and sources (website, email, phone, Facebook, etc.). There were no automated processes for generating cases from all sources.

**Manual data handling and missing and incomplete data** capture was causing significant rework.

**Poor CX** made customers repeatedly ask for contact and ownership information without a single customer record or ability to categorize or prioritise.

## Value created

We implemented Service Cloud to help drive operational activities efficiency and focusing on business priorities.

**Single customer view:** Connected Service Cloud with the Sales Cloud helped deliver a complete, live, single view of the customers.

**Improved data quality:** New record types and category mapping streamlined customer interaction and the capture of the required data.

**Improved CX and omnichannel capabilities:** AWS connect was integrated with Service Cloud to automatically display customer records during calls. Salesforce Knowledge was introduced for Agent support. Email to case and Social Studio were implemented for on time responses to customers.

## Impact

Reduced handling and turnaround times: **85% of cases are responded to within 24 hours.**

Our client is benchmarked amongst the company's the top three globally in relation to service, having previously been ranked towards the bottom.

More knowledgeable agents delivers more relevant, effective interactions with customers.

We have reduced effort to complete an interaction and provided management insight into Contact Centre performance.

GlobalLogic simplified employee system onboarding and training.

