

KESTE CASE STUDY

Hybrid Cloud Portal Transforms the Customer Experience

Life Science Firm Integrates Cloud /On-Premise Systems to Improve Visibility & Satisfaction

CASE STUDY HIGHLIGHTS

Customer: \$4B Medical Device Manufacturer
Industry: Life Sciences Company

Business Challenges

- Lower customer satisfaction due to lack of data visibility around product, service and warranty information.
- The company needed to:
 - o Streamline customer service process to optimize support staff and field technicians' time.
 - o Add self-service functionality to reduce unnecessary calls.
 - o Increase utilization of cloud-based monitoring services.
 - o Increase warranty and service plan purchases.

Keste Solution & Innovation

Leveraging Oracle Web Center Portal and SOA Suite, Keste:

- Integrated 6 siloed data warehouses and applications.
- Created a single unified portal, which provided secure, role-based access to needed data and self-service tools.
- Provided social collaboration tools to improve end-user networking.

Business Benefits

- 10,000+ new subscribers in 2 months – exceeding goal of 1,000 new subscribers in 3 months.
- 75% of service requests now processed through portal — saving millions of dollars in support costs.
- 50% increase in customer satisfaction.
- Better management of field engineers' time, lowering total cost of service.
- Improved scheduling of product promotions, bundles and sales add-ons.

Oracle Products Leveraged

- Oracle WebCenter Portal
- Oracle WebLogic Server
- Oracle SOA Suite

Business Challenges

Due to several acquisitions, a billion dollar medical device manufacturer was working with 6 disparate systems...all containing critical product, service and warranty data. Without integration, these systems became data siloes...creating visibility issues for customers and complicating customer service requests.

Customers:

- Could not get complete views of purchased instruments and solutions.
- Did not understand (or realize) what service plans they had under contract.
- Had to manually initiate many needed processes.

The company needed to provide a better customer experience, or risk losing their customers to competitors. However, they also wanted to streamline interactions for support reps and technicians (and better utilize their time) and drive new revenue growth by:

- Increasing service plan purchases.
- Driving more business to their cloud-based monitoring services.

The company recognized an opportunity to create a digital hub that would serve their needs today and position them to better launch industry-leading capabilities in the future.



Keste Delivers—Solution and Innovation

The company chose Keste to integrate the systems and create a centralized, multi-lingual portal that consolidated the applications (and data) from the six different systems into a single repository. By doing this, it would provide their customers with the insight needed into purchased instruments and services.

Better data visibility was not the only focus; many self-service capabilities were also added. The portal was integrated into their existing, cloud-based remote monitoring and repair service where all customer-deployed instruments could be remotely monitored. Therefore, when a complex issue presents itself now, customers are able to directly log service tickets and communicate with field engineers to determine if on-site repairs are needed.

In addition, social collaboration technologies were also added to allow customers to create social networks to streamline lab management and collaborate better (by participating in discussion forums and directly message each other).

“Finally we can deliver a total digital experience through smart integration of the service portal.”
—IT Director



Business Benefits

The centralized portal went live within 6 months and is considered a huge success. It is a robust platform that allows the company to gain maximum value out of their products.

The company's initial goal of 1,000 new customer subscriptions/quarter was blown away. Nearly 10,000 new subscribers logged in during a two-month time period.

The company estimates a 50% increase in customer satisfaction thanks to the portal centralizing pertinent product information and streamlining the instrument service process.

This company has realized significant customer service cost savings and process improvements as well. Instead of making phone calls (at a cost of \$800-900 per call), customers are logging approximately 75% of their service requests through the portal—saving the company millions of dollars annually.

Thanks to the integration with the company's cloud-based remote monitoring and repair service app, field service engineers can now participate in online discussions with customers to better service the instruments directly. This means that when they arrive at the client's site, they are more informed and can fix problems faster. This dramatically improves technicians' productivity, the total cost of service decreases and boosts customer satisfaction levels by significantly reducing the number of "wasted" trips.

Furthermore, the portal provides insight into each customer's product and service mix — information that was not available before. Marketing managers can schedule product promotions to offer reagents and consumable supply purchases directly—targeted to the customers that own specific products. In addition, service plan information and warranty renewals are easily understood by customers. By leveraging this information, they can get a better price, while the company realizes overall revenue gains by increasing the volume of warranty sales.

Keste is an award-winning software solutions and development company that helps companies automate, integrate and optimize complex business processes. As a Platinum-level member of Oracle Partner Network, Salesforce Alliance Partner and the 2014 Oracle Specialized Partner of the Year — Global in Middleware, Keste delivers valued, purposeful solutions that help our customers compete and win