

## KESTE CASE STUDY

# Service Cloud Integration Adds Revenue Stream

High-tech firm shifts customer service division into revenue-generating mode

### CASE STUDY HIGHLIGHTS

**Customer:** Global manufacturer of network and service enablement solutions including optical networking

**Industry:** High Technology

#### Business Challenges:

Company needed to align customer service support with more leading edge technology to provide access to real-time information and improve customer service rating.

#### Business Benefits

- Significantly reduced the amount of time to resolve a case.
- Improved Average Handle Time (AHT).
- First call resolutions greatly improved.
- Able to proactively manage customer agreement renewals.
- Identify revenue opportunities for cross-sell of service contracts.

#### Salesforce Products Leveraged

- Sales Cloud
- Canvas

#### Oracle Products Leveraged

- SOA Suite & Adapters
- Application Integration Architecture
- Enterprise Manager 11g
- Weblogic Server
- EBS Advanced Pricing, Quoting, Configurator Product Master
- ADF
- Coherence

### Business Challenges

A multi-million dollar manufacturer of test and measurement solutions and optical and laser technologies faced severe challenges in the operation of their global customer service division.

Due to a lack of integration between existing ERP modules and the customer service application, customer service representatives had to log on and navigate through several different systems in order to resolve customer questions. This lack of a single knowledge base provided little visibility into needed customer data. This:

- increased average handle time (AHT) within the call center.
- caused data errors within the customer installed base, including all sales and warranty information.

The customer service representatives needed a system that would:

- reduce average handle time (AHT).
- provide a better level of customer service.
- improve access to information.

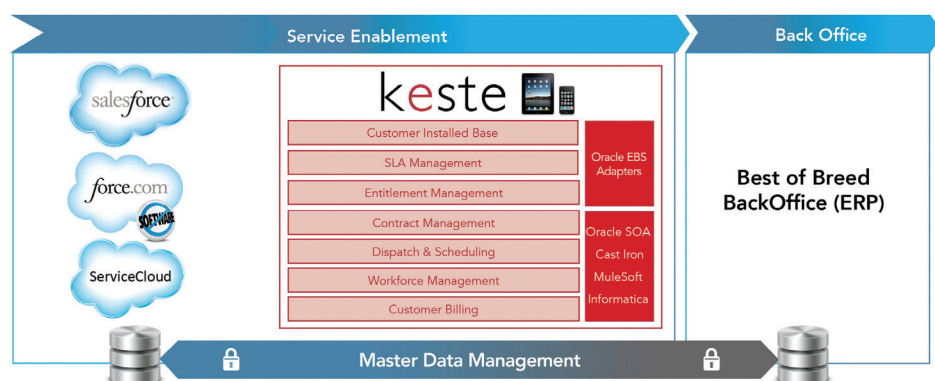
The company needed an integrated solution that could provide consistency in day-to-day customer service operations worldwide by providing:

- A simplified and intuitive user interface (UI) to simplify use and allow faster ramp-up times.
- A single source for all installed base information for product tracking and customer contracts.
- The tools needed to improve their customer service rating and enable 24x7 support.
- A way to improve TL9000 reporting.

### The Keste Solution

The solution – which was based on Keste’s expertise in both Oracle EBS and cloud integration solutions – not only changed the way the company delivers service, but it also identified several missed revenue opportunities.





"Keste makes such a complex solution look so simple and logical."

– Salesforce Sales Engineer

Using Oracle SOA Suite for bi-directional data synchronization between Salesforce and Oracle EBS, Keste integrated Oracle EBS with Salesforce Service Cloud, including Installed Base and Service Contracts. This not only aligned customer service support with more leading edge technology, but it reduced needed manual entry and reduced the corruption of the Installed Base system.

## Business Benefits

The solution enabled the customer service teams to access Installed Base, Contract and Entitlement data easily, providing them with the real-time information they needed to create tickets and assist customers.

The customer service teams are now able to identify the products that had service contracts. The team was also able to track service tickets that did not have service contracts for increased revenue generating opportunities.

The new solution is helping to increase customer satisfaction and customer service ratings due to increased workflow and notifications highlighting customers' service level agreements.

To date, the new customer and service enablement solution has:

- Provided better report metrics on a user level.
- Provided efficient asset and entitlement management.
- Greatly improved first call resolution rates.
- Improved Average Handle Time (AHT).
- Identified revenue opportunities for the cross-selling of service contracts.
- Added the ability to proactively manage customer agreement renewals.

## For More Information

Contact Keste at [SFDC@keste.com](mailto:SFDC@keste.com)

Keste is an award-winning software solutions and development company that helps companies automate and optimize complex business processes. As a key Salesforce Cloud Alliance Partner and the 2014 Oracle Specialized Partner of the Year – Global in Middleware, Keste delivers best of breed cloud integration solutions that create business value for our customers.