

Service Cloud Integration Adds Revenue Stream

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

Company

Test, measurement and optical technology company

Business Pains

Customer service reps (CSRs) had little visibility into customer data since they had to navigate through several different systems to resolve customer issues. This slowed down the process and caused errors in all sales and warranty information — corrupting the installed base system.

Solution

Integrated Service Cloud and Oracle EBS, leveraging Oracle SOA Suite to:

- Centralized customer data in a way that is immediately useful for customer service reps.
- Reduce the need for manual entry.
- Reduce the corruption of the Installed Base system.

Customer Benefits

- Identify revenue opportunities for cross-sell of service contracts.
- Efficient asset & entitlement management.
- Able to proactively manage customer agreement renewals.
- Improved Average Handle Time (AHT).
- First call resolutions greatly improved.

If data is visible, the cross-sell/up-sell rate is 17%...compared to 10% with no data visibility.



70%
probability of selling to existing customer

Keste made a complex solution look so simple and logical

-- Salesforce Sales Engineer

