

# keste

Go Digital. Go Modern. Go Keste.

Keste Case Study:

# Global Technology Leader

Our client is a major electronics manufacturer, producing personal computer and mobile accessories including keyboards, mice, microphones, game controllers, webcams, home and computer speakers, headphones, and wireless audio devices.

## Challenge

Today's customers expect to easily find all the information they need about the goods and services they purchase online—and this is especially true of technology products. Our client is known worldwide for its simple and straightforward PC and mobile accessories, and with much of its product line now commoditized, they knew that an optimal customer support experience would be a key differentiator for their business. With the goal of providing that same user-friendly experience to customer support, while at the same time optimizing their process and lowering costs, the client asked Keste to unify and optimize their two existing outdated and expensive support communities, improve the user interface, add chat capabilities, and incorporate omnichannel support.

## Solution

Keste created a customized Community Cloud solution to improve collaboration, reduce costs, and give the client's customers the ability to access support in any way they wish to receive it—whether that's asking a question online, visiting a user forum, chatting with tech support, or requesting a call or email. Keste's customized Salesforce solution included the following features:

- Lightning Platform Custom Interface
- Customer Communities
- Service Cloud Live Agent with Multi-Language Support
- Omnichannel Support
- Enhanced Moderation and Administrative Controls

## Results

Keste helped their client to support a key differentiator in their business—superior customer support—by implementing Lightning, Communities, and Live Agent for a responsive omnichannel customer experience.



20% Reduction of  
Inbound Service  
Call Volume



Seamless  
Customer  
Experience



Reduced  
Technology  
Costs



Leading-Edge  
Customer Cloud  
Solution