

keste

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Keste Case Study:

Service Cloud Integration Adds Revenue Stream

Industry

High Technology

The Company

A \$1B+ global manufacturer of test, measurement and optical technology solutions.

Challenge

A multi-million dollar manufacturer of test, measurement and optical / laser technologies faced extreme 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 in and navigate through multiple systems in order to resolve customer questions. This lack of a single knowledge base provided little visibility into needed customer data. The company needed an integrated solution that could provide consistency in day-to-day customer service operations worldwide.

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

– Salesforce Sales Engineer

Oracle Products Leveraged

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

Salesforce Products Leveraged

- Sales Cloud
- Canvas

Results

Based on post-implementation results, the client has seen strong benefits from implementing the new system:



Improved
Average Handle
Time (AHT)



Better report
metrics on a user
level

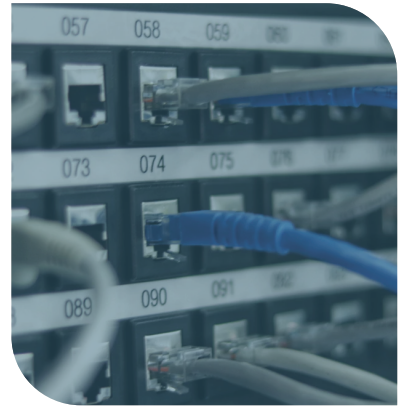


Greatly improved
first call resolution
rates

Solution

The solution utilized Keste's expertise in both Oracle EBS and cloud integration solutions to not only change the way the company delivers service, but also identify missed revenue opportunities.

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 also lowered the need for manual entry and reduced corruption in the Installed Base system.



Results

The solution enabled 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. In addition, customer service teams can now identify products that have associated service contracts. Teams are 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 improved workflow and increased 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

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