



CUSTOMER STORY

How successful is your First Contact Resolution process? Not only can mismanaged contact records fall through the cracks, they typically lead to unhappy customers. Allium helped our global manufacturing customer build out and streamline their case management process using Service Cloud and provided necessary automations that significantly improved their customer response times by more than 40%.



TYPE OF COMPANY

GLOBAL MANUFACTURING COMPANY



LOCATION

MIDWEST, USA



CHALLENGE

Our customer struggled to maintain an effective customer case record process that directly impacted their customer relationships and their revenue flow. Customer painpoints included:

- Limited-to-no visibility into call records and case history, creating confusion and inconsistency around previous customer interactions/complaints
- Difficulty managing and tracking call records using only Outlook mailbox as primary command center
- Poor customer satisfaction related to issue resolution, often requiring customers to make repeated contact to solve a single issue: checking order status, inquiring about product returns (RMAs), getting pricing and availability, and more
- No process automation tools to support internal staff of call record/stage of resolution
- Unreasonably long customer contact-to-close time with less than 50% resolved during the first interaction with the customer

ACTION

Recalibrate customer service and case management process to improve First Contact Resolution success rate via Service Cloud implementation. Provide analysis and identify bottlenecks to develop a clear, manageable system in Salesforce that improves visibility for their team internally, in addition to enhancing customer connections.

1

Build out Case Management structure and functionality

2

Set up Email-to-Case automation that creates new/identifies existing cases and routes to proper queue/channel

3

Configure automation and notifications to improve transparency to both customer and internal team



RESULT

Exceptional First Contact Resolution success rate — surpassing their goal of 60% — to more than 90%. Allium built new streamlined functionality in Service Cloud that not only boosted the customer's visibility and overall effectiveness internally, but also improved their customer service tenfold — resulting in a direct revenue increase.

Allium



5-STAR CUSTOMER RATING



(262) 798-5100 allium-solutions.com

200 River Pl
Suite 230
Madison, WI 53716

MEASUREMENT



- 91% First Contact Resolution success rate *(boosted from less than 50%)*
- Increased volume of orders made a direct impact on revenue
- Access to usable data for goals, milestones, and projections

VISIBILITY



- Heightened visibility and manageability of inbound and existing caseload
- Clear, streamlined processes that provide better connections with customers
- More awareness around customer service effectiveness and related business goals/activities

CUSTOMER SERVICE



- Quicker resolution, happier customers
- Triggered automations keep customers in loop on status of their request/case
- Case-to-close duration trimmed from weeks to single day response times