

CUSTOMER STORY

A good Case Management strategy can be the star that guides your customer service team — and translates to more customer satisfaction. But when mismanaged, it can be the meteor that disrupts everything in its path, making it impossible to properly stay on top of caseloads. Allium helped our international manufacturing customer leverage Salesforce Service Cloud to eliminate blockades, streamline processes, and align case management protocol for enhanced visibility and increased order volume.



TYPE OF COMPANY

INTERNATIONAL MANUFACTURING COMPANY



LOCATION

MIDWEST, USA

CHALLENGE

Our customer used an ineffective case management process that impacted orders and overall visibility both internally and to customers. Customer painpoints included:

- Inadequate case management strategy using outdated, unoptimized approach
- Trouble tracking records/service requests using only Excel and Outlook mailbox as main connection points
- Unable to efficiently meet customer demands due to unreliable system and work silos
- Poor visibility into case status lead to mismanaged/unresolved requests, ultimately impacting their bottom line
- Low customer satisfaction results in stagnant order volume and fewer return customers

ACTION

Bring in Salesforce Service Cloud to create a clear customer service picture for both customers and the call center. Replace disconnected, unreliable Case Management process — which offers zero visibility between contact records, spreadsheets, emails — and build out a strategic, organized system all in one central location to improve response times, customer satisfaction and revenue.

1

Implement Service Cloud for essential customer service enhancements & strategy

2

Develop clear, streamlined Case Management process

3

Align records, communications, triggers into one, central platform



RESULT

Allium created a high-yield Case Management strategy via Service Cloud to remove dysfunctional processes and provide much-needed visibility and system enhancements — all within a single platform. This streamlined approach allowed their team to take full advantage of their new setup and maximize their customer service efforts, which lead to a significant increase in order volume.

ALIGNMENT



- Consolidated process gives access to all necessary data and connection points in one central platform
- Improved usability and increased productivity
- More awareness around customer service effectiveness and related business goals/activities

PROCESS



- New, interconnected Case Management process
- Heightened visibility of case status for more optimized workload balance and staffing
- Increased usability/ease-of-use for better visibility between team members
- Less customer followup requests improved margin per order and reduced inquiry-to-cash interactions

MEASUREMENT



- Order throughput increased from average of 4 days to 1 day
- Increased order volume tenfold; More customer satisfaction = higher revenue stream
- Access to useful data insights for future forecasting
- New customer service touches per inquiry data created new First Contact Resolution improvement goals

Allium



5-STAR CUSTOMER RATING



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