OSF | DIGITAL

US SHOE MANUFACTURER AND RETAILER

Case Study

ABOUT THE RETAILER

The retailer is a world leader in innovative, casual footwear. Headquartered in the US, they have regional offices across the country as well as in Europe and APAC and do business in over 30 languages.

CHALLENGES

Inconsistent Salesforce Service Cloud Processes

The retailer's pain points with their service platform

HIGH DEGREE OF MANUAL EFFORTS IN CUSTOMER SERVICE PROCESSES

INCONSISTENT DATA TRACKING

LIMITED CUSTOMER VIEW

CHALLENGES
Inefficient Customer Service Processes

The retailer required a service system revamp in order to provide better customer service

AUTOMATE CASE PROCESSES

INCREASE CASE VISIBILITY

ACCELERATE SERVICE REPS' PRODUCTIVITY

IMPROVE CLIENT SERVICE

OSF'S SOLUTION

Custom Implementation of Salesforce Service Cloud

omni-channel

Delivering an Omnichannel Solution to prevent cherry picking of cases and route all incoming cases from email, web or phone to sales reps based on their availability and experience level.

omni-super visor

The Omni-Supervisor page allows a Service Manager to oversee the entire team, their availability and workload, case progress and rejection reasons, amount of time spent on each case and other details.
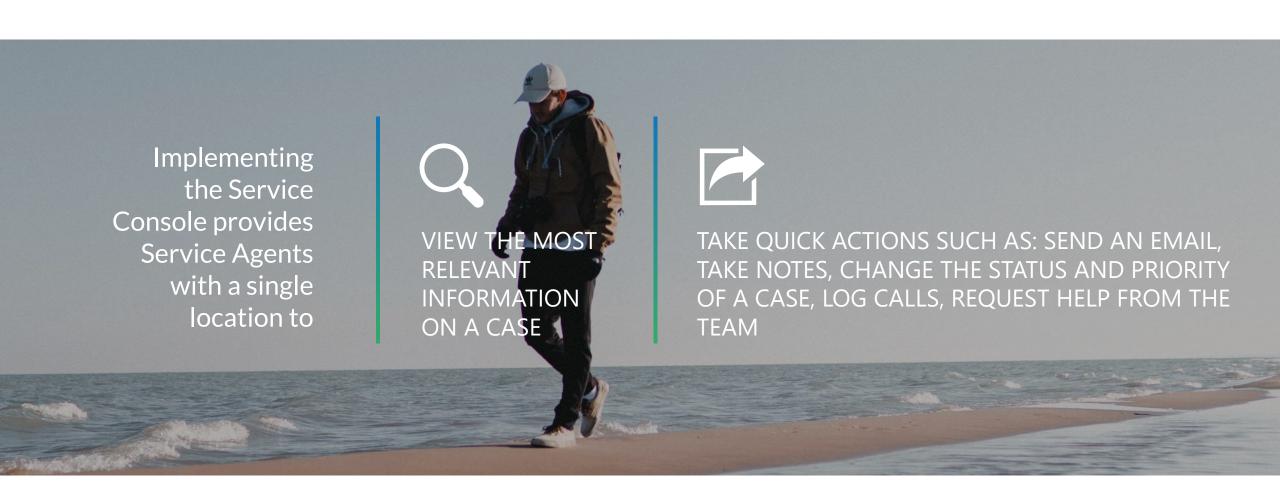
OSF'S SOLUTION

Custom Implementation of Salesforce Service Cloud

auto mana ge

Automating the Case Management Process:
Case age calculation
Reopening history
Number of customer interactions
Keyword-triggered case escalation
Spam filtering

case flags

Setting the Case Flags:
This allows for a clear differentiation between the cases that need an answer from the Agent and those which are waiting for customer's response.

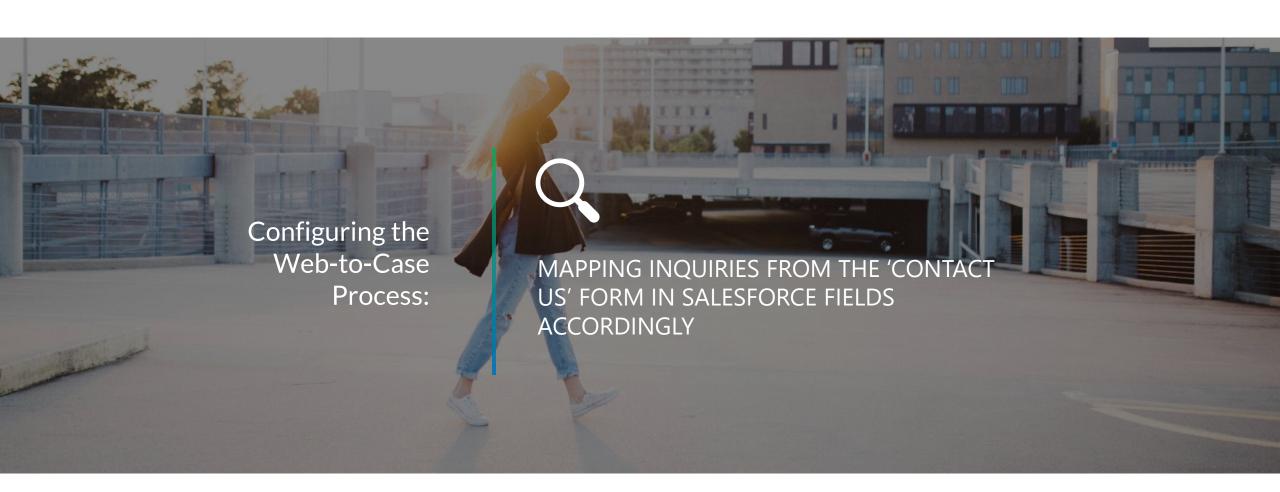# OSF'S SOLUTION

Custom Implementation of Salesforce Service Cloud

Implementing the Service Console provides Service Agents with a single location to

VIEW THE MOST RELEVANT INFORMATION ON A CASE

TAKE QUICK ACTIONS SUCH AS: SEND AN EMAIL, TAKE NOTES, CHANGE THE STATUS AND PRIORITY OF A CASE, LOG CALLS, REQUEST HELP FROM THE TEAM

OSF'S SOLUTION

Custom Implementation of Salesforce Service Cloud

Configuring the Web-to-Case Process:

MAPPING INQUIRIES FROM THE 'CONTACT US' FORM IN SALESFORCE FIELDS ACCORDINGLY

OSF'S SOLUTION

Custom Implementation of Salesforce Service Cloud

coupon codes

Enabling Coupon Codes: Providing to sales reps with the option to associate the desired coupon code to the chosen case automatically based on the preferred configurations: discount percentage, free shipping as well as additional options .

knowledge base

Setting the Knowledge Base: Helping Service Reps to offer boilerplate answers to customers based on similar inquiries and take the following single-click actions: send the email to the customer, use predefined template for the body of the email, add the agent's signature and attach relevant article.

RESULTS

Improved customer service experience of their case processes

The retailer improved their case management processes, gained better case visibility and increased agent productivity allowing them to

REDUCE MANUAL PROCESSES

RESPOND TO & CLOSE CASES FASTER

QUICK ACCESS TO CUSTOMER DATA

IMPROVE CUSTOMER SUPPORT