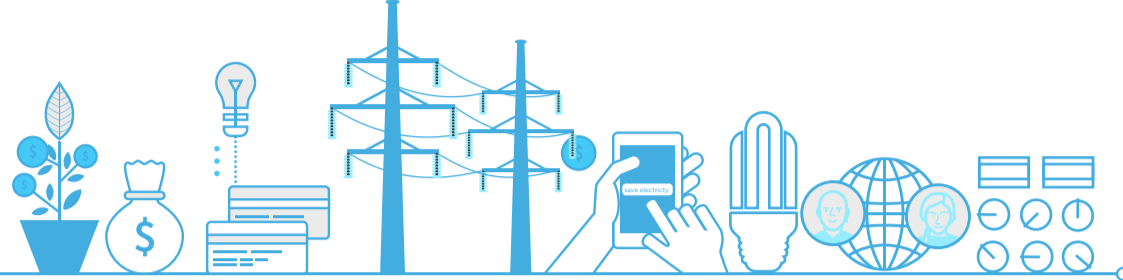


Enabling future ready agile enterprises

Improving customer service for a leading German energy and utility provider



Introduction



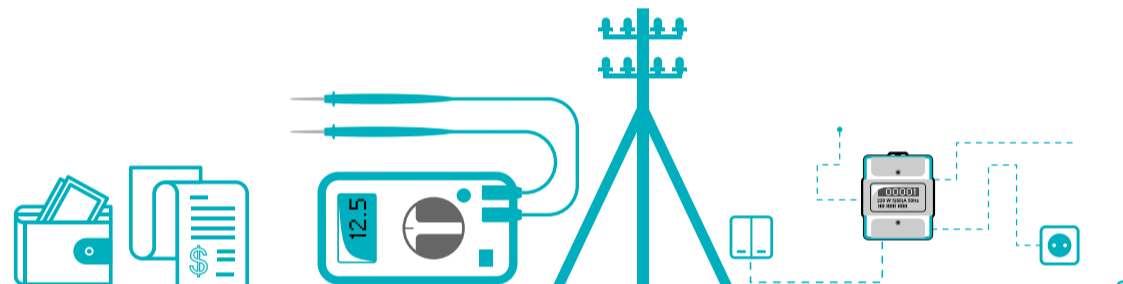
HCL helped a leading German Energy & Utility provider undertake a successful cloud transformation journey with Salesforce.



Business Challenges

- Lack of 360 degree of customer information for customer service team
- Lack of automated system operations, real time visibility and requisite integrations with internal systems and applications
- Cloud transformation journey with Salesforce as single CRM platform
- Lack of proper communication medium between customer Service Reps and customers.
- Lack of automated onboarding of customer and contract management

Our Solution



Service Cloud

- Implementation of Service Console with 360-degree view of customer, CTI integration for customer service center with capability of case creation from Email, Chat and Phone.
- Salesforce Case management is used for all customer interactions. Multiple case record types with optimized page lay-outs have been created including next best 'billing' actions.
- Salesforce omni-channel skill-based routing is used to assign cases to available agents.

Marketing Cloud

- Implementation of automatically triggered e-mails for customer onboarding, contract creation, payment notification, adjusting time for email types and sending complete e-mail log to Splunk for monitoring.

Salesforce Shield

- Implementation of Salesforce shield for encryption of customer sensitive information with GDPR compliance.

Salesforce Einstein ChatBot

- Configuration of Einstein Chatbot for automated response to customers and case creation .

CI/CD

- Implementation of Continuous Integration / Continuous Deployment for smooth development and deployment using Gitlab and ANT



Business Impact

- Implemented a scalable architecture
- Improved Customer Service Rep efficiency & quick turn around
- Automated communication with customers
- Smooth customer onboarding

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