

Commercial Foodservice Refrigeration Equipment Co

Service Cloud Implementation

COMPANY OVERVIEW

Established in 1989, and now among the leaders in commercial foodservice refrigeration equipment, this organization has earned a reputation for innovation and excellence through their commitment to teamwork, technology-focused product strategies and to their policy of always placing customer satisfaction above all else.

COMPANY PROFILE

LOCATION: Bensalem, PA
EMPLOYEES: 50
INDUSTRY: Commercial Foodservice
SOLUTION(S): Service Cloud
TIMELINE: 8 Weeks

► Challenge

- ▶ Prior to Appluent's engagement with this B2B organization, their Service department was manually assisting customers through e-mail. They have no visibility into service follow through or quality.
- ▶ Management had limited visibility into internal ownership and the end solution/customer satisfaction.
- ▶ Over the course of the relationship, Appluent met with the Executive Team and developed a scalable, reliable solution to meet their Service Center needs.

► Solution

- ▶ Appluent implemented Salesforce Service Cloud to track and manage service providers and customers throughout the service cycle.
- ▶ Customized the Asset functionality in the platform to relate an Asset (product) to a Case for complete visibility into current orders and order history.
- ▶ Configured the platform for when a customer issue comes into the Service Team, they are automatically notified and a service rep is assigned the Case.
- ▶ When a service rep assigns the contractor/service tech to go out to the customer, the customer and service rep are automatically notified when the service rep accepts the request and a time is booked.
- ▶ Implemented Lightning Knowledge for customer self-help knowledge videos.

► Results

- ▶ With the Service Cloud solution, this organization can effectively track and manage customer issues.
- ▶ When a customer calls into the service center or inputs a service request through their website, a notification goes out to the service team and a Case is assigned to an internal resource.
- ▶ The organization has complete visibility from when a Case was created, to a service tech being assigned, to completion.
- ▶ The organization no longer loses visibility of customer issues once it leaves their service center.

