

# Customer Support Solution

Connect with your customer across channels and improve customer satisfaction

Customer satisfaction and providing an enriching customer experience are imperative to any business. In the realm of customer service, mobile and cross-channel access are becoming increasingly important. Your customers want to be able to start a conversation on one channel, whether it be chat, email or a social network, and then seamlessly transition to a completely different channel depending on the type of service they need. Not only are your customers looking for flexible support, but their channel preferences are also changing to favour electronic and self-service rather than phone service.

Providing your customers with a high level of service can lead to more cross and upselling through targeted offers and may also be a key differentiator for your business in the marketplace. The ultimate goal for service is the ability to connect with your customer at every touch point and provide great support.

Bodhtree's customer support solution deployed on Salesforce Service Cloud helps organizations provide self-service and multi-channel support as well as engage your customers on social media channels. Communities, which is a part of Service Cloud allows you to deliver social support where customers can collaborate and help each other solve problems, share best practices and generate ideas about moving your business forward. Additionally, built-in features such as user management, admin management, queues, SLA alerts, reporting and escalation, facilitate user adoption and enable agents to stay on top of customer demands. Our solution provides a 360-degree view of your customer, from the perspective of sales, marketing, customer service, channel management and more. By improving how you connect with your customer, the solution enables you to improve agent productivity and enhance customer satisfaction.



## Benefits

- Centralized information in the cloud to eliminate redundancies
- 360 degree view of customer data
- Improved response time for query resolution
- Facilitates seamless collaboration - live discussions between community members
- Continuous product improvement through ongoing customer feedback
- Equip agents with collaboration tools
- Transparency in data transactions

## Case study

### A leading Real Estate and Land Development Company

The company had outgrown their customer support system and needed a solution that would take their call tracking to a next level. They wanted to streamline their sales and marketing processes, optimize ticket management and enhance the efficiency of their customer support team to provide excellent customer experience.

Customer service team was assigned with customer queries and other issues related to payment status and status of particular project documents. The sales team would track number of inquiries and sales conversions in order to measure their performance, whereas the customer service team required real time reports to monitor the number of calls attended by the agents, number of issues resolved and the issue resolution time.

Bodhtree's solution streamlined lead management for the sales team and provided a centralized platform for lead and customer data management. A seamless integration between Salesforce and ERP automated order management, invoicing and billing processes. In addition, the solution generated milestone based alerts to notify users about payments, site visits and bookings, taking customer service to greater heights.

### Key highlights of our solution include:

- **Healthy competition & real-time visibility** – Multiple queues can be viewed at once, so there is a healthy competition between agents to resolve their cases faster
- **Increased collaboration** – With Chatter, agents can quickly escalate cases to experts to provide accurate solutions and close them faster
- **Knowledge & Communities** – Quickly search the knowledge base for relevant answers. Enable self-service for customers with Communities.
- **Custom Reports and Dashboards** – Use KPI-based custom reports and dashboards to measure performance and improve efficiency