

CASE STUDY

CUSTOMER SERVICE CENTRE

FUJITSU ENABLES MEDICAL PUBLISHER TO BETTER UNDERSTAND AND SUPPORT ITS CLIENT NEEDS USING A SAAS SALESFORCE.COM SOLUTION



THE CUSTOMER

- A global medical publisher
- Provides a wide range of innovative evidence-based medicine products that improve the decisions doctors and patients make every day
- Offers trainees, consultants and doctors around the world tailored information, special events, learning resources and recruitment services
- Employs more than 300 staff globally

THE CHALLENGE

- Existing spreadsheet-based approach for managing customer support queries proving increasingly problematic
- Resulting in lack of timely response to customers, failure to meet SLAs and limited case visibility
- Sales people have poor understanding of customer issues at an individual or company level

THE SOLUTION

- Fujitsu conducted an end-to-end review of business processes identifying key areas of concern - and recommending the deployment of Salesforce.com
- Defined new business processes before implementing a fully configured Salesforce.com SaaS solution, as a case management application, within just 10 working days

BUSINESS BENEFITS

- **IMPROVED END-TO-END PROCESSES** - associated with lead management, sales management, and client holding information
- **INCREASED VOLUME AND QUALITY OF CLIENT INTERACTION** - raising service levels
- **IMPROVED MANAGEMENT REPORTING** - offering real-time reports to help each of the teams better understand and serve their clients

CHALLENGE

The client's customer support team had a heavily spreadsheet-based means of managing customer support queries. Salesforce.com had already been implemented in a sales division within this organisation. However, without an integrated customer service capability, sales team members had little understanding of the queries being logged by their customers and therefore had a restricted view of client relationships.

The client's existing spreadsheet-based approach for case management did not allow for the efficient management of support requests. The lack of timely response to customers, failure to meet SLA targets and limited visibility of who was working on a case meant that support issues were difficult to manage and gain any analytical insight. The lack of customer analytics also made it extremely difficult for sales people to understand customer issues at an individual or company level.

SOLUTION

Fujitsu was engaged to deliver a complete review of the end-to-end business processes identifying key areas of concern. Following client agreement, Fujitsu then went on to identify recommendations for a Salesforce.com SaaS implementation and proposed a 'day one' solution for the management and reporting of customer queries, designed to increase customer satisfaction.

Our consultants helped capture and define new business processes then matched these against Salesforce.com functionality. Using our extensive Salesforce.com experience meant we implemented a case management application, configured, tested and deployed to 30 users within just 10 working days. We delivered the following:

- Case creation functionality, including:
 - Web to case – customised HTML web form allowing users to submit case requests directly to Salesforce.com via the company website
 - Email to case – case submission and response tracking via email. Automated linkage between support user and client communications
- Activation of person accounts (for support users only) in a shared environment between sales and support teams. This functionality had to be excluded from existing institutional sales users
- Case queues, assignment & escalation
 - A number of queues were created for assigning or escalating cases to, depending on client importance, subject matter expertise and case duration
- Activity management
 - Any client communication could now be captured within the one CRM system, including the automated linking of emails (as above). This provided a 360 degree of client relationships for both support and sales staff

- Reports & dashboards to manage cases and highlight problem cases or VIP clients

Leveraging the Fujitsu SaaS delivery approach, we rapidly developed a prototype in close co-operation with the client's user community. Once agreed upon, this was then implemented into the live environment. The project delivered a tightly integrated, highly tailored Salesforce.com solution that excited both users and management as they realised the potential they would have to exceed their various objectives and targets using the new system.

BUSINESS BENEFITS

The solution Fujitsu delivered addressed the key challenges of the customer service support team. Specifically, it improved end-to-end business processes related to: case management; case escalation, reporting and measurement; so that they could efficiently:

- Capture and assign cases to the appropriate teams
- Provide flexible mechanisms for case capture, including:- from within a client web page (web-to-case), email to case or case creation directly in Salesforce.com
- Associate a case to a contact or account if they already existed within Salesforce.com
- Increase the quality of interaction logging giving a 360 degree view of a customer
- View real-time results via management reports and dashboards
- Obtain better understanding of cases associated with institutions or individuals and in turn allow the sales teams to view the cases that have been raised by their customers before they contact them

The additional capabilities that were delivered enabled each of the teams to easily focus on serving their clients, while enabling real-time management reporting of client activity and sales performance.

FOR MORE INFORMATION

Contact your SaaS consultant or visit:

<http://uk.fujitsu.com/saas>