

# Improved Customer Satisfaction with Salesforce

## OVERVIEW

Microland is a leading specialist IT infrastructure services provider, offering a comprehensive range of services to clients across the globe . Microland wanted all its support units to use Salesforce CRM for all day to day processes to increase customer satisfaction by reducing turn around time and having efficient means of handling their RMAs (Request for Merchandise Authorization)

## CHALLENGES

### **Inefficient Case Management**

- Inability to track and ensure process compliance
- Lack of common data repository for customer data

### **Reduced Customer Satisfaction**

- Mismatch of customer information due to additional process requirements
- Long turn around times
- Differed levels of service quality across multiple units

## SOLUTION

- Configured case objects to manage support request received from clients
- Configured the products object to maintain product details related to the client
- Page layouts altered to increase efficiency and ease of use
- Implemented automated triggers and field updates
- Implemented new workflow rules – with auto generated emails for different scenarios
- Integrated Self Service portal with Customer website to enable auto creation of self service customers