



After-Sales Service Management Solution Helps Manage Key Customers Better for Su-kam





Customer

Su-Kam Power Systems

Industry

Power Backup

Geography

India

Profile

Su-kam Power Systems is India's leading provider of back up power supply systems with presence in over 70 countries.

Highlights

- Salesforce implementation in 33 service centers
- Integrated ERP, CRM and Call center data for a consolidated view of the customer in real time
- Improved productivity by better access to customer record
- Complete case management from spares to accounts

CHALLENGES

India based Su-Kam delivers power solutions to homes and institutions to solve problems with irregular power supply to critical equipment. With a nation wide distribution and exports to various Asian and African countries, Su-Kam recognized that there was a need to track service quality across 33 service centers staffed by 450 engineers. The company also faced the additional challenge of insufficient stock and inventory management at these centers. Inefficiencies in this process resulted in revenue leakages in the service operations

SOLUTION

Lister Technologies deployed the Salesforce Service CRM with all the necessary tools and applications needed to manage customer data from an end to end perspective. The solution covered the entire gamut of case management from logging cases to closure , inventory management within the salesforce.com environment. The system also integrated with the legacy call center and the existing Oracle ERP system giving real time access of the right data in the cloud.

RESULT

The service center transformed from a cost center to a revenue center with a 60% increase in earnings post the implementation of the system. The ability to make better decisions across service centers was vastly improved with customer data being held centrally in the cloud and providing a one stop, real time view meaning every body was on the same page. With the in-built work flow of the Salesforce CRM system, Su-kam was able to capture customer enquiries through various channels – phone, web & email and routed appropriately.

The impact on customer service was that Su-Kam was able to better manage service delivery and be able to quickly address customer issues. With Service engineers having the right access to accurate, up to date customer info, service call rates showed a 50% improvement in call quality. Lister's implementation of salesforce helped Su-Kam improve operational efficiencies and by using the cloud, with minimal IT over head