Case Study

Ensuring Highest Customer Satisfaction (CSAT) at every Touch-point

Story of a Utility on Digital Transformation journey, leveraged Salesforce.com to develop a solution enhancing the customer experience throughout the provisioning process

Background

To ensure highest customer satisfaction, it is important that every touchpoint leaves customer happy and satisfied. In the context of Utilities, the initial customer touchpoints are enquiry and service provisioning.

Typical enquiry and request for provisioning is through telephonic call or physical meeting with Sales Representative. On submission of request, the tracking and follow-up on the request is through traditional channels of in-person visits, phone calls and emails.

A large gas utility (henceforth referred as Utility) in eastern USA started journey on Digital Transformation. As part of the Digital Transformation initiative, Utility wanted to radically change the way customer touchpoints are managed for prospective and new customers. The vision was to effectively deliver multiple benefits to the customer including –

- Easy tracker where customer can check status by himself
- Simplified explanation of the provisioning process (through which the request is expected to go)

- Intuitive visualization of the process stages (easy assimilation of process stages)
- Timely updates on request progress
- Seamless experience across devices

On the technical front, Utility had Salesforce.com CRM for managing the customer information and on-prem business systems for managing the work-orders related to provisioning requests.

CyberTech Solution

The Utility's vision of enhancing customer experience required the solution to be simple and intuitive. A self-service portal would have been overwhelming for the prospective and new customers. CyberTech proposed a solution which was light for the users while being robust, secure, scalable, near real-time and device-independent.

Solution consists of following components –

- Integration of on-premise business system with Salesforce.com
- A web-app providing intuitive visualization of the progress
- Email integration notifying of request progress
- Integration with existing CMS-based corporate portal

Security

While, security was important aspect of the solution, the traditional login-password approach of access would fall short of making the experience pleasant. The solution used two-factor authentication through use of

- URL link or Tracking Number (something customers have)
- Personal information used during registration (something customer knows)

Scalability

Solution leveraged the Force.com platform for hosting. Force.com's inherent capabilities ensured scalability and high availability. Salesforce.com security also ensured that the restricted access is available to the online user.

Device-independence

Responsive design of the web-app ensured consistent look and feel across desktop and mobile devices. Furthermore, through integration with existing CMS, customers were provided seamless access from corporate portal.

CyberTech implemented solution on Salesforce.com platform improve the productivity of the Sales staff by helping them to focus on business development while solution focused on customer communication. The responsive web-app delivered complete transparency through 24x7 access, intuitive visualization and informative depiction without need for any intermediate agent.

Key benefits provided by the solution were –

- Improved customer experience with near real-time status across channels
- Complete information on process stages in simplified manner
- Enhanced transparency through direct communication (by elimination of communication steps)
- Wider audience reach through multi-language support

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CyberTech Systems and Software Inc.
3800 Horizon Blvd, Suite #104, Trevose, PA 19053, USA
Telephone: +1 - 215 - 494 – 2846
Email: info@cybertech.com

http://www.cybertech.com