An InGenious way to **improve channel sales**

How we used a CTI adapter tool and Salesforce to track and optimize productivity for our client

Case study

Overview
May the (Sales)force be with you

Our client is a manufacturer of engineering solutions that connect and protect data and power, serving customers in over 150 countries. With a Salesforce implementation that operated seamlessly across multiple geographies, we increased the company's productivity by 40%.

Challenges
All in pieces

Although our client functioned entirely on Salesforce, the company was siloed into different organizations. Managing multiple organizations in this manner led to fragmented data and flows across the company.

The lack of cohesion meant:

· Inability to measure sales and service productivity

· Ineffective utilization of resources and workflow management

· Partial view and understanding of customer data, leading to diminished customer service and missed sales opportunities

Solution
Clearing the field

As the problems were evident, we decided to approach the solution with a greenfield implementation to connect data and workflows across the company into one organization under Salesforce.

Along with this consolidation, we:

• Delivered CTI integration with the InGenius adapter tool

• Implemented a knowledge and service console for agents

• Set up live chat, outbound chats, and proactive chats using Salesforce's Einstein bot on platforms such as WeChat

• Integrated SAP with Salesforce using MuleSoft to improve visibility on opportunities

• Leveraged Salesforce's omnichannel capabilities and set up skill-based auto-routing of cases

The Impact
Unleashing the force

The true capabilities of a platform are only revealed when it is streamlined and made usable. Our implementation of Salesforce resulted in:
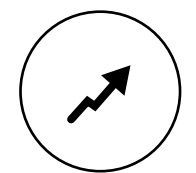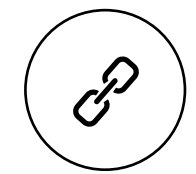
- A 40% increase in productivity, confirmed by the workforce management system we configured to track agent productivity
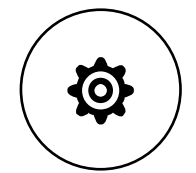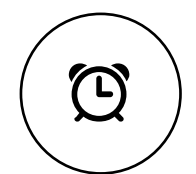
- Almost 98% workforce utilization due to schedule management, tracking, and reporting support

- Nearly 25% reduction in service costs as a result of chatbot and CTI integration

- A 360° customer view to help identify opportunities

- Approximately 15% increase in channel sales through improved workflow management

zensar

An »RPG Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: marketing@zensar.com | www.zensar.com