



Adapting to change with Salesforce Service Cloud

Achieving customer success with 30% reduction in ticket resolution time

CLIENT PROFILE

SECTOR
IT

COMPANY
Automic Software

EMPLOYEES
600+



2600

Customers

95%

Satisfied customers

SCALING UP EXISTING SALESFORCE IMPLEMENTATION

Automic is an international software product company focused on enterprise job scheduling and workload automation. They automate complex business processes, applications, and infrastructure and specialize in Financial Automation and DevOps. Their vision was to automate billions of tasks across millions of apps and servers to ease work processes.

ServiceNow was being used to manage service requests before the client acquired another company that was using Salesforce. The existing Salesforce implementation was not fulfilling the client’s business objectives as the current architecture and design was not scalable and flexible enough to adapt to the evolving market needs.

The key challenge was to merge the customer service processes of both organizations and build a unified, global system. Other requirements included upgrading the customer portal and organizing customer tickets which were unstructured at that time.



REDESIGNING CUSTOMER SERVICE FOR GLOBAL SUPPORT TEAMS

Nagarro's CRM team analyzed the existing legacy systems of both organizations and gave Automic a detailed roadmap for each business process. They proposed a step-by-step approach for end-to-end implementation, integration, and phased data migration of the legacy application to the new **Salesforce Service Cloud**. The proposal also included implementation of the customer portal on the Salesforce customer community.

Implementation Strategy

Out-of-the-box features of Salesforce were used extensively, with minimum customizations. Some other important aspects of the strategy included:

- Redefining business requirements through use cases that formed the base of end-to-end implementation.
- Redesigning and implementing a new, unified business process for both organizations to ensure management of incidents, problems, and relationship cases.
- Designing and developing a user-friendly customer portal with the help of Salesforce communities for enhanced user experience.
- Designing a structured knowledge base for support agents and customers.
- Creating a service console view for support agents to get a 360-degree view of customer support tickets on a single screen.
- Integrating legacy systems to help users check information on a single system without switching applications.



REDUCING TICKET RESOLUTION TIME AND INCREASING CUSTOMER ENGAGEMENT

The service console view for support agents reduced the turnaround time for **ticket resolution by 30%**. Additionally, the new solution was preferred for the following reasons:

30%
Reduced TAT

- Enabled seamless migration to a new, unified system without impacting business.
- Tested 70% of business functionalities in less than 10 minutes through automation testing.
- Reduced resolution time through a well-categorized knowledge management system.
- Provided access to knowledge base articles (for self-service), news and alerts, and other applications on the customer portal.
- Increased customer engagement with an 'idea board' where customers could post their ideas for product improvement.



"With the outstanding support, professionalism and commitment of Nagarro's SFDC team we achieved this thrilling milestone to switch to our new, fully integrated customer service platform today. This true international project with teams from Hanoi, Paris, Vienna, Bellevue and Gurgaon will allow us to gain further customer insight and drive our business growth."

Werner Huss
Global CIO of Automic



ABOUT NAGARRO

Nagarro provides technology services for digital disruption to both industry leaders and challengers. When our clients want to move fast and make things, they turn to us. We combine design, digital and data to help them outperform the competition. We distinguish ourselves by our agility, imagination and absolute commitment to our clients' business success.

Some of our clients include Siemens, GE, Lufthansa, Viacom, Estée Lauder, ASSA ABLOY, Ericsson, DHL, Mitsubishi, BMW, the City of New York, Erste Bank, T-Systems, SAP and Infor. Working with these clients, we continually push at the boundaries of what is possible to do through technology, and in what time frame.

Today we are more than 3,500 experts across 15 countries. Together we form Nagarro, the global services division of Munich-based Allgeier SE.