



10x Improvements in Productivity

Eclat enhanced 10x improvements in productivity and customer satisfaction with Service Cloud & Customer Community for its Healthcare Client.





Client Profile

As the foremost provider of Ambulatory Surgery Center and therapy software solutions, Customer is revolutionizing the billing services provided to ambulatory surgery centers, specialty hospitals, and rehabilitation clinics.

Company houses about 225 employees.

Challenges



Outdated & Overly Customized Platform

After years of relying on a legacy CRM system, they found themselves with an outdated and overly customized platform that was no longer capable of meeting their needs.



Challenge in Responding to Customer

The client services team experienced a challenge in responding to customer inquiries due to an inconsistent call volume, impacting the delivery of therapy and surgical treatments.



Unexpected Demand

As regulations and codes shifted, unexpected demand spikes compounded the risks of an antiquated system, ultimately creating a call center crisis.



Inability to Recognize Revenue

The client had trouble gauging the potential of new projects, resulting in an inability to properly anticipate and recognize revenue.

Solution



Automate a Series of Arduous Processes

By leveraging the power of Salesforce, our client was able to effortlessly automate a series of arduous processes resulting in significantly increased efficiency and productivity.



Implementing a Technical Framework

We successfully transitioned hundreds of crucial entities from our aging legacy CRM system by implementing a technical framework and foundation to facilitate decommissioning.



Centralize Knowledge and Reduce Call Volume

Our Customer Community offers an enriching customer experience that has been designed to centralize knowledge and reduce call volume. In doing so, we are able to ensure customers have the timely responses they need when it comes to their queries.

Benefits

Lowered Maintenance Costs

Decommissioned legacy CRM, lowered maintenance costs by 50%

Well-Equipped for Any Inquiries

Through two strategically placed customer support centers, our organization offers Therapy and Surgery solutions to clients around the world. With a total of 150 skilled representatives between the two facilities, we are well-equipped for any inquiries that may come in!

Enhanced Customer Response

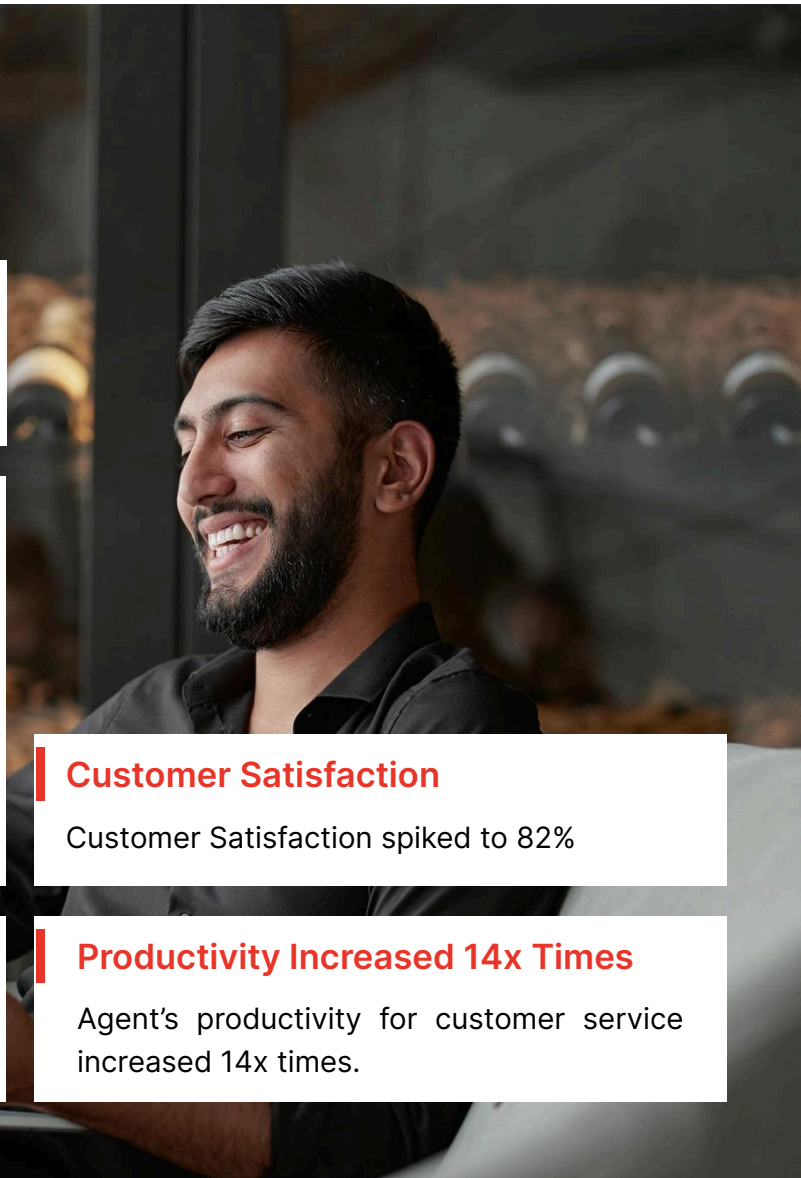
Enhanced Customer Response time by staggering 48%

Customer Satisfaction

Customer Satisfaction spiked to 82%

Productivity Increased 14x Times

Agent's productivity for customer service increased 14x times.



Technologies



Salesforce Service cloud Calling

calling facility in Salesforce Service Cloud is designed to help organizations deliver exceptional customer service, by providing agents with the tools and information they need to provide effective support during calls.



Dashboards

Dashboards are a visual representation of data from one or more reports. They display data in a graphical format, such as charts, graphs, and tables, and allow users to quickly view key metrics and trends.



Reports and Dashboards

Reports are a way to organize and analyze data in Salesforce. They allow users to create custom views of data.



Reports

Reports can be run on a variety of data, including leads, opportunities, accounts, and more.



CSAT score

In Salesforce Service Cloud, CSAT scores can be used to measure the effectiveness of customer service interactions, track customer satisfaction over time, and identify areas for improvement.