

## Tech Distribution Company initiates seamless experience across channels, with self-service platform for tech savvy consumers

### Industry

Wholesale Distribution  
High Technology

### Products & Services

Oracle® CRM On Demand  
CRM++ Self Service Portal

### Implementation Partner



CRMIT Solutions  
www.crmit.com

### Benefits

- Enable service request agents to respond to customers using native Oracle® CRM On Demand interface thus lowering service request resolution time
- Empower end customers with unprecedented control over their service request resolution and other value added information
- 60% decrease in routine support activities
- Improve organizational effectiveness and lower operational costs

The company is a leading distributor of telecom products and services, mobile broadband and home phone. By combining telco with IT the company plans to deliver more productive solutions for the customer. With the rising customer expectations, the company needed to increase its competitiveness, harmonize its customer relationship, enable the decision making and strengthen the its relations with the future and existing customer.

### Challenges

The distribution company is committed to customer-driven initiatives responding to certain market segments that prefer convenience and lack of human interruptions in their customer experience. Tech-savvy consumers expect self-service that will solve their problems easily. The company had to be careful to extend a user-friendly experience to a customer through all channels, including online self-service. The benefits were clear; yet challenges remain like where to push information and systems to users without getting pushback, and how to make sense of an ever-changing marketplace.

### Solution

The benefits of **CRM++ Self Service Portal** work for both - users and the business. In order to efficiently address the customer service requests, CRM++ Self Service Portal was chosen as a comprehensive solution.

CRM++ Self Service Portal provided a comprehensive solution to empower the end customers with quality services while reducing operational costs. The integrated solution with Oracle® CRM On Demand enables to track, manage and resolve service requests within the service level agreement (SLA). Oracle® CRM On Demand offers the broadest and deepest capabilities that help organizations drive sales, marketing, loyalty, and service effectiveness. The CRM++ Self Service Portal was customized to include a new knowledge repository which enabled improved search capabilities for answers to frequently asked questions (FAQs), thereby drastically reducing inbound customer calls which eventually resulted in reduced operational costs. The entire solution was deployed using Oracle® CRM On Demand Web services and with additional components developed in Java / J2EE Technology ensured flexibility.

The leading IT distributor company not only saved money by deflecting calls to its Web site, but also discovered that its customers who preferred online support were also the *most profitable*.

Customer Case Study

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