



ELEMENTUM

IMPLEMENTING A SALESFORCE CASE MANAGEMENT & KNOWLEDGE BASE SYSTEM

Elementum has made Supply Chain Management (SCM) extremely simple. With a unique blend of cloud, mobile and supply chain expertise, Elementum has designed and delivered accurate and real time supply chain information, built for today's mobile workforce.

As one of the leading supply chain management companies, they enable a single world-wide repository of supply chain data, allowing their clients to save millions of dollars in licensing and service costs that would normally be spent to integrate all of their supply chain partners.

Elementum believes that their supply chain is closely aligned with their business strategy; which in turn helps them achieve and sustain their business objectives and profitable growth. As part of a rapidly growing and evolving SCM solution space, Elementum has ambitiously and effectively managed to deliver excellent solutions of compelling value to their clients.



Elementum specializes in delivering solutions with an explicit focus on:

- Supply Chain Management
- Mobile Software-as-a-Service solutions
- Order Management
- Risk Management
- Multi-Enterprise
- Multi-Tenant
- Cloud
- Big Data and Analytics



The Challenge

In the face of accelerating growth, Elementum needed to develop more robust and scalable customer support capabilities in order to deliver excellent services to their clients. Specifically, Elementum needed a Case Management system that would streamline workflows and enable agents to efficiently monitor across a case's entire lifecycle and drive resolution, improving overall SLA compliance. The system needed to be able to accommodate case creation over multiple channels such as Web, Email, and Service Cloud.

Additionally, the Knowledge Base creation and management capabilities needed to be integrated to the system, enabling internal users to leverage tribal knowledge, collective organizational experience, and other knowledge resources that agent could refer to in order to improve the quality of services delivered. The system needed to allow users to create and publish knowledge resources and articles, as well as allow them to access them externally through the web. By integrating feature with their case management system, Elementum could drive a process of continuous learning throughout their service operations, raising the caliber and capabilities of their workforce.

The Solution

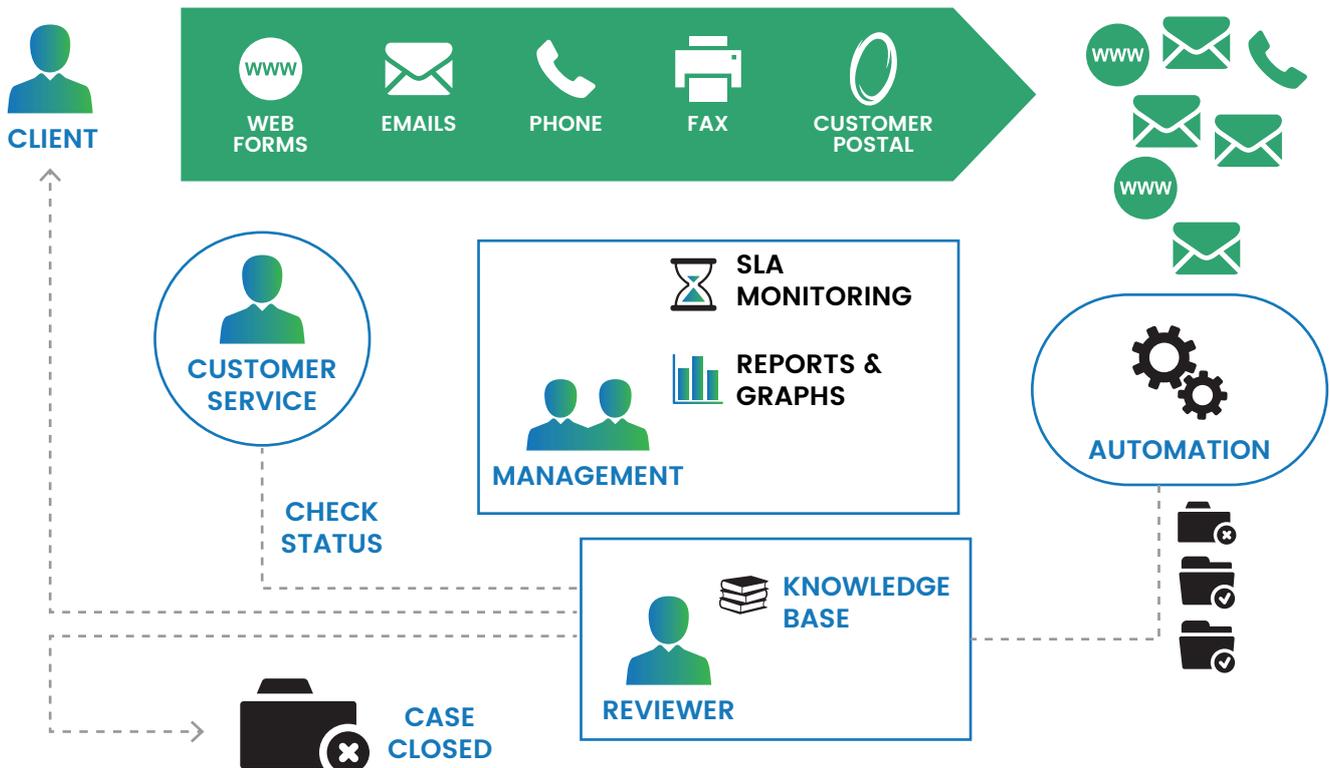
PositiveEdge implemented a comprehensive Case management and Knowledge Base management solution built on the Salesforce service cloud in order to address the specific business needs of Elementum.

The Case Management system allowed customers to create cases through the web and email while enabling agents to better manage them throughout their entire lifecycle with improved monitoring and handling capabilities. The solution featured several key function automations and process improvements such as:

- A 'Configurable Entitlement' process that allowed agents to track SLAs by Gold/Silver/Bronze, based on Case Severity and Requestor Location, helping them calculate Initial Response/Resolution times.
- Automated Case escalation that sends alerts when SLA's exceeds 80% of the time difference between 'Respond' and 'Resolution' SLA.
- A 'Follow up Reminders' features that alerts agents of Cases that have gone unaddressed for a set number of days.
- Mechanisms for sending email CSAT Surveys on a case's resolution date and capture customer feedback. Customer Surveys should be able to capture both their Satisfaction Rating as well as Satisfaction Descriptions for in-depth service feedback.
- The ability to design organization specific templates for email notifications as well as configurable workflows and notifications across multiple departments.

Case management reporting was also dramatically improved. Key metrics such as Hit/Miss resolution ratios, severity level specific 'Average Response Time of Response SLA Achieved' and 'Average Response Time of Response SLA' metrics, and average SLA achievement brought a great deal of transparency to operations and allowed for better informed process improvement drives.

Knowledge Base creation and management features equipped organizational users with the ability to easily create and manage internally developed knowledge resources and references, allowing them to reference relevant information crucial to case resolution, improving their troubleshooting capabilities and reducing service turn-around-times.



ABOUT POSITIVEEDGE SOLUTIONS

PositiveEdge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our unparalleled commitment to customer and project success, along with our comprehensive knowledge of Microsoft technologies and broad industry experience and methodologies, we extend the capabilities of core business platforms to create commercial advantage for our customers. By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measureable value to your business.

The Benefits

Elementum has was able to achieve significant benefits from their new Salesforce enabled Case and Knowledge Base Management systems.

The Case Management system allowed customers to create cases through the web and email while enabling agents to better manage them throughout their entire lifecycle with improved monitoring and handling capabilities. The solution featured several key function automations and process improvements such as:

- ✓ Automation of basic business processes, resulting in improved operational performance across marketing, sales service, and monitoring functions.
- ✓ Improved service accessibility for customers by enabling them to create cases through Elementum's web site or via email through an Email-to-Case feature.
- ✓ Minimize Initial Response Time & Resolution Time of support services by enabling users to follow the same process across Cases and help them.
- ✓ Improved agent case management throughout case lifecycle with productivity improving notifications and alerts, SLA calculation, automated follow-ups, and auto-generated SLA Hit/Miss reports.
- ✓ Automate CSAT Surveys and customer feedback capturing that allowed Elementum to continuously drive process improvements.
- ✓ Provide customers with access to a public Knowledge Base, allowing them to search for solutions themselves.
- ✓ Provide a feature for Admins to design and customize email templates.

overview

INDUSTRY

Supply Chain Management Software Solutions

SOLUTION SUMMARY

Implement a Case Management and Knowledge Management

TECHNOLOGY

Salesforce® Service Cloud

BENEFITS

- Multichannel case creation
- Enhanced case handling capabilities with automated SLA calculation, escalation, and follow up alerts
- Mechanisms for capturing customer feedback
- Knowledge Base management system for agents and customers

RESULTS

- Improved service turn-around-times and SLA compliance
- Improved case resolution rates
- Streamlined and automated workflows



The Results

Today, Elementum is able to leverage a highly sophisticated and functional Case Management and Knowledge Base Management system that not only allows them to deliver excellent customer support service, but also continually drive service improvement. They system has enabled them to improve total service turn-around-times and resolution rates, SLA compliance, and drive service excellence.

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