

Transforming Customer Experience with a Comprehensive **Omni-channel Digital Platform**

Client **Overview**

The client is a renowned American electric automotive (EV) company, celebrated for its eco-friendly, premium electric sport utility vehicles (SUVs). They strive to deliver, service, and support their customers through a sophisticated digital platform, aiming to provide a seamless and exceptional customer experience. Their vision is to set a benchmark in the EV industry by combining cutting-edge technology with unparalleled customer service. To maintain their competitive edge and uphold their commitment to innovation, the client continuously seeks to enhance their digital infrastructure. This includes integrating advanced technologies and systems to ensure real-time information flow, personalized customer interactions, and efficient support services.

Problem Statement

The client faced significant challenges in maintaining a seamless and exceptional customer experience. Their existing digital infrastructure lacked the integration and real-time capabilities needed to meet their high standards for service and support. To address these issues, the client needed:

- **Seamless Service Integration:** Development of a field service application as part of their digital business transformation.
- **Customizable Appointment Scheduling:** Solutions for scheduling customizable appointments for test drives, vehicle servicing, repairs, and recall-related activities.
- **Vehicle Maintenance Tracking:** Auto tracking the vehicle maintenance journey to ensure timely and efficient service.
- **Comprehensive Service Reporting:** A system to record the vehicle's multipoint inspection details, capture images, and generate service reports to share with customers.

Solution

MOURI Tech, leveraging its extensive Salesforce capabilities, designed and developed a customized field service application to comprehensively address the client's challenges and streamline their operations. Here's how Salesforce played a crucial role in achieving these outcomes:

- **Field Service Application:** Developed using Salesforce, the application facilitated the client's digital business transformation. Salesforce provided a robust platform that enabled efficient service management and streamlined operations, making it easier for the client to manage field service activities and improve overall productivity.
- **Appointment Scheduling:** Salesforce's flexible scheduling capabilities allowed for the customization of appointments for various activities such as test drives, vehicle servicing, repairs, and recalls. This ensured flexibility and convenience for both customers and support teams, reducing scheduling conflicts and enhancing the customer experience.
- **Vehicle Maintenance Tracking:** Using Salesforce's automation tools, the vehicle maintenance journey was tracked seamlessly. This automation improved service management by providing real-time updates on maintenance schedules, reducing the likelihood of missed services, and ensuring timely maintenance.
- **Service Reporting:** Salesforce's robust reporting features were utilized to record multipoint inspection details, capture images, and generate comprehensive service reports for customers. This enhanced transparency and customer satisfaction by providing detailed and accessible service records.Additionally, MOURI Tech's Salesforce capabilities provided several critical enhancements:
- **Omni-channel Integration:** Salesforce facilitated the creation of a seamless digital experience by integrating the platform with mobile, web, and third-party systems. This ensured real-time information flow and consistent user experience across all channels, allowing customers to interact with the client through their preferred mediums without any disruption.
- **Lightning Web Component Framework:** Salesforce Lightning Web Components were used to build a robust framework that functioned seamlessly on every interface.
- **Customer Support Enhancements:** Salesforce's integration capabilities enabled the inclusion of features such as E-call, Roadside Assistance, and Live Chat support.

Business Outcomes

- Improved Operational Efficiency: The automated scheduling and tracking significantly reduced manual effort and time, enhancing overall productivity.
- Enhanced Customer Experience: The omni-channel hosting improved the end-to-end customer experience from test drives to purchase and service scheduling.
- Increased Customer Support Efficiency: The integration of support features enhanced customer support efficiency significantly ensuring prompt and efficient assistance for all customer inquiries and emergencies.

Copyright @ MOURI Tech. All Rights Reserved. Referred products/ services may be registered trademarks of respective companies.