Custom Salesforce CRM Implementation for India's Top Online Furniture Retailer

Client:

Leading Online Furniture Retailer

Industry:

Retail

Country:

India

Our Role:

Product Engineering

About the Client

One of the top most online retailers of specialized home decor solutions has built a formidable presence in the Indian furniture retail market since its inception in 2012. They help urban home dwellers to create curated spaces by availing of over 1,000 products in over 25 categories. With a current industry-estimate valuation of close to $100 million, they have plans to rigorously expand beyond their existing network of operations spread across seven Indian cities.

Key Facts

20%
increase in order management capacity

30%
increase in workflow efficiency

15%
decrease in errors associated with order management

Services Used

Product Engineering

Salesforce Development

Technology Stack

- salesforce
- ANGULARJS by Google
- jQuery write less. do more.
- **Apex VisualForce Pages**
- **LWC**

The Situation

The bottom line of every organization depends greatly on how effective it is in utilizing its sales, marketing, and services opportunities. Towards building more automated sales and customer service strategies as well as customizable business workflows, the online furniture retail provider planned to migrate its Customer Relationship Management (CRM) processes to Salesforce.

However, there were quite a few gaps in the implementation such as improper triggering of services, new user assignment glitches, commitment breaches and so on. While seeking a seasoned Salesforce development expert, they came upon Daffodil and decided to leverage its experience in managing the entire Salesforce development and implementation journey.

Daffodil was required to carry out a series of improvements to the CRM processes and also introduce new capabilities by utilizing Salesforce. They were as follows:

- Improve order management capacity on pages and sharpen the associated error handling.

- Make the customer case resolution workflow more compliant and also automate escalations if and when required.

- Incorporate comprehensive reporting and tracking of cases.

- Facilitate the integration of external systems with the CRM to be frictionless and cost-effective.

- Develop ad-hoc solutions to counter haphazard customer case allocations.

The Solution

Today any business can thrive if they can find a way to facilitate seamless CRM integration that can successfully automate customer query escalations, while being highly intuitive so that new Customer Service (CS) executives can learn the ropes easily. With the Daffodil Salesforce Development team's expertise, this was made possible for the online furniture retailer. The organization's CRM data was developed using Apex Visualforce pages and a practical, yet visually pleasing UI developed with Lightning Web Components helped flatten the learning curve for new users.

The more business-specific integrations and improvements implemented by the Daffodil team are explained in detail below:

Improved Case Handling Aspects

Earlier customer cases had to be assigned to different CS persons manually, while the improved CRM does so automatically using a round robin algorithm implemented by the Daffodil team. The new user creation and case assignment is done through an external system known as Wulverine and re-triggering of services is carried out so that there are no failing APIs like before.

Performance Improvement

The Daffodil team has incorporated effective strategies for error handling in the CRM system, so that CS representatives can focus all their efforts solely on customer satisfaction. With pagination, more orders can be managed on a single page and the former timeout errors associated with order management have been eliminated.

Dynamic User Allocation And KPI Transparency

Every time a new development center was established in a region, there were issues with allocating cases in that region to that center as they were going to a common queue causing uneven workloads for different centers. This was resolved with automated dynamic allocation of logged cases based on the location of the case. This helped delegate the management of cases and distribute workloads evenly across development centers. Calculation and user efforts and KPIs, i.e., case handling time has become more detailed and transparent so that efforts and performance can be optimized.

Commitment And Communication

There were commitment breaches to be fixed so that honoring various Service-level Agreements (SLA) became a smooth task for the furniture retailer. When customer cases are not responded to by the stakeholder assigned for it, through automated escalation and e-mail alerts the SLA compliance is taken care of. The CS team can now keep track of escalations and reduce the number of escalations effectively.

Tracking And Reports

Tracking of case history is more transparent now. Custom fields have been created to capture specific metrics of the way a case has been handled. Additionally the case history can be viewed as reports across different versions of the designated dashboards. All activities are captured either as calls, comments or emails and each activity can be viewed in the form of monthly, daily, annual statistical reports.

The Impact

By leveraging the expertise of Daffodil's certified Salesforce Development team, the client was able to implement the Salesforce CRM integration within the stipulated time. With the newly integrated CRM, the client's customers could get more personalized and proactive services. Moreover, the client achieved a 20% increase in order management capacity, 30% increase in workflow efficiency and 15% decrease in errors associated with order manager along with decreased time-to-resolution, and access to accurate analytics in real-time. The road map ahead involves modularization via the Sales Cloud so the capturing of leads and opportunities can be automated.

About Daffodil

For more than 20 years, Daffodil Software has been a trusted software technology partner to organizations across the globe. We take pride in our ability to look beyond technologies & deliver innovative solutions.

Daffodil is a CMMI level 3 accredited organization with innovation, tech agility & process orientation rooted deep within the core. Our team of 1000+ technologists strive to shape the tech industry and help businesses elevate their value proposition through technology.

Technology Partnerships & Certifications

Microsoft Partner Silver Application Development partner **Microsoft Partner** Silver Collaboration and Content	**Google** Cloud Premier Partner	**aws** partner network
salesforce registered consulting partner	UiPath Partner Robotic Process Automation	PubNub®
CERTIFIED ISO 9001:2015 COMPANY	ISO 27001:2013	International Organization for Standardization ISO 20000

Awards & Accolades

Deloitte. Technology Fast500 APAC Winner	IT EUROPA EUROPEAN IT & SOFTWARE EXCELLENCE AWARDS	zinnov ZONES	Great Place To Work® Certified INDIA
mobilewebaward 2020	INDIA'S MOST ADMIRED BRAND 2020 INDIA'S CHOICE	CMMI level 3	THE ECONOMIC TIMES BTb BEST TECH BRANDS 2021

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