



Case Study

Betting on Intelligent Transformation

Salesforce enabled business transformation unlocks untapped value and increases customer satisfaction.

Case Summary

US based manufacturer of slot machines and financial equipment provider services to casinos struggled with fragmented systems and non-standardized processes that created inefficiencies and impacted customer experience. SLK enabled a unified platform on Salesforce that eliminated siloes, standardized processes and ensured seamless coordination between various channels. This improved response time and customer satisfaction.



The Challenge

The client produced slot machines and provided financial equipment and services to casinos. However, their existing systems were fragmented, and their processes were heavily dependent on manual intervention. In addition, complex product configurations made it even more challenging to manage quotes and streamline the entire sales to service process.

Multiple systems to manage different business functions led to missed communication and collaboration between various teams, such as sales and service management, quotes and contracts, product configurators, and field service management. As a result, it took a long time to respond to customer needs stretching the service cycle and feeding to customer dissatisfaction due to business losses.

The client wanted to eliminate these siloes and build a unified platform for sales and service management, quote management, digital contract and warranty management, and field force management.



The Solution

The SLK Salesforce experts having a deep understanding of emerging digital landscapes and evolving customer needs onboarded to drive the intelligent business transformation initiative. With our design thinking, experience design and consulting mind set, we looked at the existing landscape and designed a solution to digitize the whole set of business processes. We built the unified platform using Salesforce products such as the Sales Cloud, CPQ, ServiceMax, and Conga across various aspects of sales, services, and digitalization. Also we ensured that the slot machines were configured with personalization for better customer experience and faster results.

Solution Overview:

Sales

- Opportunity management
- Product configuration
- Quote management
- Contract management

Services

- Field force management
- Case management
- Warranty management
- Invoicing

Digitalization

- System generated quotes
- System generated Contracts
- Digital signature



Business Impact

50%
Reduction in
response time

Unified platform
across the sales
to service cycle

Increased
customer
satisfaction

SLK's Efforts Showed Quick Results:

The unified platform for sales, orders, quotes, and service management resulted in seamless coordination and communication across all channels. This reduced the response time by over 50% and increased customer satisfaction. Slot machine personalization increased customer experience multi-fold driving new business for customer. Insights brought out of the unified platform helped the client manage the predictive maintenance alerts hence driving increased service revenues.

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