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CallWave and Force by Design Improve Customer Service and Support Using Salesforce CRM



CASE STUDY

Force by Design revolutionizes call center due to rapid corporate expansion to fully integrate customer care team.

CHALLENGE

A growing company actively acquiring new businesses needed a web-based customer service system to a cost-effective maximize support operations.

SOLUTION

Through a combination of Force.com custom development and a full understanding of Callwave's business practices, a new web-based customer support system was created.

RESULTS

CallWave Customer Care system is designed to enable customer self-service that has improved customer service and agent satisfaction.

The Challenge

CallWave, a global provider of unified applications for communication, had experienced significant growth over the last ten years through acquisition of a variety of companies and complementary technologies. A significant launch for the newly acquired communication service called FUZE was the catalyst that drove the decision to update their 10-year-old proprietary system used for Customer Care.

Due to the company's rapid growth and product line expansion, CallWave needed a web-based customer care solution that would deliver improved customer service and streamline internal processes for managing customer support cases. Their goal was to improve response times, improve resolution times, and deliver on their promise of total customer satisfaction.

Wendy Gonzalez, Customer Care Manager, and her team of 15 customer care agents needed a system that would support the growing requirement for improved customer support, while minimizing system cost. But the catch was; they needed it up and running within 30 days, to support the launch of the new product.

As the company grew, CallWave's customer care processes became unwieldy. Agents were working from several different offices, in different time zones with little visibility into the solutions that had been determined previously. Practically each case was resolved from scratch, without the ability to leverage the group's collective knowledge. Consolidating all customer support information into a single location was key.

"Our previous system was very inefficient, and lacked a complete, centralized view of the customer case. As a result, our time to resolve customer issues was longer than we wanted," Gonzalez said.

"The new system has really improved our customer satisfaction overall, and if we have any questions or need system modifications, we just give the guys at Force by Design a call, and they quickly fix our problem."

Wendy Gonzalez, Customer Care Manager



The Solution

Gonzalez and her team worked with the experienced professionals at Force by Design, to extend their sales organization's deployment of Salesforce.com to their Customer Care department. The "vanilla" Salesforce CRM solution operated very differently than their existing system. Rather than customize Salesforce CRM to mirror the previous system and processes, the team worked with management to improve the actual business processes to take advantage of the advanced functionality delivered by Salesforce CRM.

"The new solution dramatically improved the way we handled our case assignments, case escalations and responses," said Gonzalez. "We particularly appreciated the fact that Force by Design understood our requirements, helped us redesign our processes, and deliver a new system that fully took advantage of the Salesforce CRM Customer Service and Support functionality."

Experts in business process design and call center management, Force by Design created a system that would improve their business process and create a new customer-focused self help center.

About CallWave

CallWave is a leading provider of Internet and mobile based unified communications solutions. These solutions allow today's mobile professional to communicate and collaborate from anywhere and from any device. They are designed for businesses of all sizes and can be fully integrated into existing business enterprise tools and applications. Founded in 1998, CallWave is a publicly traded (NASDAQ: CALL) company headquartered in San Francisco, California with offices in Santa Barbara, California and Sofia, Bulgaria. For more information, visit: www.callwave.com.

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Results

The new CallWave Customer Care system is designed to enable customer self-service. However, if the customer is unable to resolve the issue on his own, the system notifies agents when a new call or email is received. The Web-To-Case functionality implemented by the Force by Design team enabled agents to work from a single screen, quickly access the case queue, and take immediate action. The agent records the next activity or resolution, which can be viewed by other agents as well as management. If the case requires escalation, it can be prioritized to a different tier, or can be reassigned to someone with more expertise on the particular issue.

Other major improvements have helped CallWave meet their objectives including development of the knowledge base where solutions are catalogued for easy access by the agents, and template capability which allows the agent to respond via email to the customer with just a few clicks.

Contact Us

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About Force by Design

Founded in 2008, Force by Design, Inc. helps organizations of all size use the power of cloud-computing to run their mission-critical business applications on the salesforce.com platform. Force by Design's consultants have completed more than 1,000 client engagements spanning 10 years. We implement and optimize cloud-based applications, helping organizations put their applications in the cloud and have our own cloud-based apps. Force by Design's headquarters are in San Francisco, California with offices in San Luis Obispo, California. For more information, visit www.forcebydesign.com.