ABSYZ
a youngsoft company

salesforce
SUMMIT
PARTNER

Transforming Customer Service & Dispute Management with Salesforce & SAP Integration

Executive Summary

Challenge:
A global spirits leader faced disjointed customer service operations and manual dispute management processes that hindered efficiency. The company needed a solution to streamline dispute management, integrate real-time data, and provide a comprehensive view of customer interactions.

Solution:
ABSYZ partnered with the client to integrate Salesforce Service Cloud with SAP, utilizing MuleSoft as middleware, to create a centralized system that improved dispute management and enhanced customer service.

Outcome:
The integration resulted in enhanced agent productivity, a unified customer view, faster dispute resolution, and improved service quality.

What We Did

Customer 360 View Integration
- Integrated real-time and SAP data to provide a comprehensive customer overview.
- Empowered agents with complete and updated customer information for better decision-making.

Dispute Management Optimization
- Automated pricing and delivery dispute logging, reducing errors and processing times.
- Ensured seamless communication and approval workflows between Salesforce and SAP.

Workflow Solutions
- Streamlined case routing and tracking processes for improved handling and resolution.
- Reduced case duplication by enhancing data accuracy and workflow automation.

Key Project Highlights

15% Improved Agent Productivity:
Enabled agents to manage cases faster with automated workflows and better access to information.

20% Reduction in Dispute Resolution Time:
Speedier resolution of disputes due to automated data integration between Salesforce and SAP.

Enhanced Customer Service:
A comprehensive customer 360 view enabled more personalized and responsive service.

Optimized Workflow Efficiency:
Automated workflows reduced manual intervention, enhancing overall efficiency.

Business Impact

Increased Operational Efficiency:

With Salesforce and SAP integration, the client reduced manual processes and streamlined their operations. The enhanced customer service processes allowed agents to work more efficiently, reducing the time spent on each case..

Improved Dispute Management:

By automating the dispute management process and integrating key data from SAP, the client saw a dramatic improvement in resolving pricing and delivery disputes.

Stronger Customer Relationships:

A unified customer view allowed the client to deliver faster and more personalized service, strengthening their relationships with key clients.

Then vs. Now

Then	Now
Fragmented systems leading to slow response times.	Real-time integration between Salesforce and SAP for quicker responses.
Manual dispute management processes caused delays and errors.	Automated dispute management, reducing resolution time by 20%.
Limited visibility into customer data leads to poor decision-making.	A comprehensive Customer 360 view for better decision-making.
Low agent productivity due to inefficient workflows and manual data entry.	Optimized workflows and data automation boost agent productivity by 15%.

What's Next for the Client

The integration of Salesforce and SAP sets the stage for ongoing improvements in operational efficiency and customer experience. Going forward, the client plans to:

- **Expand the use of automation to other areas of their operations.**

- **Continue optimizing workflows to reduce delays and enhance customer satisfaction.**

- **Leverage advanced analytics to predict customer needs and offer personalized solutions.**
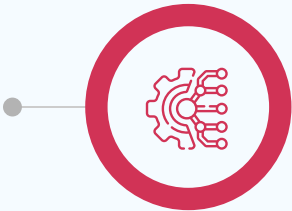
Tools & Technologies Used

Salesforce Service Cloud: Managed customer interactions and streamlined service processes.

Mulesoft Middleware: Facilitated smooth communication between Salesforce and SAP systems.

SAP Integration: Leveraged SAP for real-time data to provide a complete customer profile.

Salesforce Automation: Enabled case routing, dispute management, and automated notifications for enhanced service quality.