

CASE STUDY

Agent Productivity Tool powered by
Salesforce Service Cloud & Force.com
Leading Auto Auction Company



ABOUT WAVE6®

Wave6 leverages Salesforce Sales, Service, Marketing Clouds and Communities to transform our clients' business. Our services include:

- Salesforce Optimizations
- Salesforce Expansion and Implementation
- Salesforce Managed Services
- Force.com & Mobile Development
- CRM Consolidation
- Cloud Application Integration

For more information, visit www.wave6.com

SERVICE CLOUD AND FORCE.COM SOLUTION INCREASES PRODUCTIVITY AND CUSTOMER SATISFACTION

A leading auto auction company required a scalable CRM system to track donors, charitable organizations and vehicles, as well as maintain records for tax donations that vary according to state.

THE BUSINESS CHALLENGE

The client, a leading salvage auto auction company with over 150 corporate-owned facilities across the US and Canada, engaged Wave6 to develop an application to manage their inbound sales calls. Their phone agents who manage inbound calls for multiple charity accounts, had no way of quickly identifying which charity the caller was contacting. This made it difficult to tailor their call scripts based on the charity.

The client processes vehicles through various auction sites, working to maximize the value of the vehicle based on various criteria such as Blue Book value, pickup location, and nearest auction site. Their mainframe system, which as was not user-friendly, could not support the growing volume of charities the client represented. It also required significant manual work by their agents to look up vehicle identification numbers, their value, and the nearest auction to the donation pickup site. Tracking the donation through the auction process, vital for tax documentation, was difficult to do without a centralized information system. Further complicating the process was the fact that tax information varied according to state.

At a time when their business was growing, the client saw agent productivity and job satisfaction decreasing. An automated CRM system would help solve that problem.

The client and Wave6 decided on Salesforce's Service Cloud and a custom application built on Force.com to automate the inbound calling process.

THE SOLUTION

Wave6 interviewed stakeholders, documented requirements and user stories. Our business analysts reviewed the client's existing processes and guidelines.

We chose to architect and build a flexible solution on Salesforce Service Cloud and Force.com platform to leverage available tools, systems, and processes. The solution Wave6 developed, called AVID, was highly scalable and allowed the client to replace existing CRM functionality.

Improvements included the ability to:

- Integrate telephony with their Five9 phone system for call handling
- Identify charity look-up based on inbound call
- Integrate with their ERP system to pass donation information and retrieve nearest auction location
- Integrate with VIN explosion tool
- Integrate with a blackbook value pricing tool
- Set up automatic email for donor packages, receipts, form letters



SILVER
**CLOUD ALLIANCE
PARTNER**

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ABOUT EMTEC®

Wave6 is a subsidiary of Emtec, a provider of technology-empowered business solutions for world-class organizations. Emtec's collective focus is clients for life: long-term enterprise relationships that deliver rapid, meaningful, and lasting business value. Service offerings include:

- IT Strategy Consulting
- Enterprise Application Services (CRM, ERP, EPM and HCM)
- Custom Application Development and Support
- Infrastructure Services

For more information, visit www.emtecinc.com

RESULTS

After the new functionality was implemented, customer service levels increased immediately. At intake, agents can not only identify what charity the caller is contacting before answering the phone, but also determine if the donor is a repeat client.

The new Force.com tool helps save time and makes the agents more productive. They no longer have to determine the closest auction location as the AVID tool does this for them. Call backs and tracking reminders are automatically generated, improving follow-up from agents, resulting in more completed donations. Agents no longer have to create or send out donation confirmations, tax forms, and receipts. The hybrid Service Cloud and Force.com application sends the right forms at the right point in the process, increasing compliance with different state requirements, improving customer service, and driving additional revenue.

TECHNOLOGY

- Salesforce Service Cloud
- Force.com
 - Visualforce
 - Apex triggers, classes
- Integration with IAA backend ERP system
- Five9 phone system