■ Project Title:

Intelligent Case Routing for Faster Customer Support

■ **Industry:** Customer Support / IT Services
■ **Project Type:** B2C Salesforce Service Cloud Implementation
■ **Target Users:** Support Agents, Support Managers, and Customers

■ Problem Statement:

Many businesses face delays in resolving customer issues because **support cases are not routed efficiently**. Currently, cases are manually assigned or routed using basic rules (like by region or product), which leads to:

• Longer response times
• Uneven workload distribution among support agents
• Decreased customer satisfaction

To address this, the company wants to implement a **Salesforce Service Cloud solution** to:
• Capture support cases from multiple channels (email, web form, chatbot)
• Automate case assignment using rules, queues, and skill-based routing
• Distribute cases evenly based on agent availability and expertise
• Notify customers automatically about status updates
• Provide real-time dashboards for managers to monitor performance

■ Use Cases:

1■■ Case Capture
- Capture cases from multiple channels: email, web form, chatbot
- Automatically create case records with relevant details

2■■ Case Assignment
- Use assignment rules and skill-based routing to assign cases to the most suitable agent
- Consider workload and availability for balanced distribution

3■■ Customer Notifications
- Send automated emails/SMS to customers when case is created, updated, or resolved

4■■ Case Resolution Tracking
- Track SLA compliance, first response time, and resolution time
- Escalate cases if SLA is about to be breached

5■■ Reporting & Dashboards
- Provide dashboards for managers to track team performance
- Monitor open cases, workload distribution, and resolution trends

■ Expected Outcomes:

- 30–40% reduction in average case resolution time
- Improved SLA compliance and faster first responses
- Balanced workload across agents, reducing burnout
- Higher customer satisfaction (CSAT) and retention
- Real-time insights for managers to make data-driven decisions