UBN PROJECT CASE STUDY

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Client Profile

- American restaurant chain and international franchise.
- Subsidiary of the world's largest restaurant company.
- One of the world's largest Pizza Restaurant Chain.
- Serves worldwide customers for last 57 years.
- 5,139 store locations in 94 other countries and territories.
- Total of 11,139 branches worldwide.

At-a-Glance

Client's Business Industry: **Food Chain Restaurants**

Client's Location: **USA**

Project's Core Solution Area: **CRM implementation**

Key Project Challenges

Business Objectives:
- Maximize customer engagement
- Prevent chronic callers
- Reduce free coupon distribution
- Track and respond customer request/complaint

Statistics & Numbers:
- Project Duration – 3 months
- Delivery Model - Time & Material
- Team Size – 7
- Engagement Model - Hybrid
- Language - Apex, JAVA

The client has always been an innovator. The goal for this solution was to strengthen the brand presence by improving customer engagement and satisfaction.

The objectives:

- A hybrid customer engagement console that collates progress towards organizational performance goals for customer service.

- Lowest SLA (5 minutes) for food chain restaurant customers. Prevention of chronic callers and reduction in free coupon distribution for 8386 outlets and franchise stores.

- A centralized , user friendly system to track and respond to customer request / complaints anytime with a minimum time frame.

Solution to the Challenges

Key Business Benefits :
- ✓ Improve customer satisfaction.
- ✓ 10 times faster resolution of any customer issue.
- ✓ Decrease in case handle time.
- ✓ Increase in customer retention and repeat customer.

Statistics & Numbers:
- ❑ Framework - MVC 2
- ❑ Front End - Visual Force, HTML, CSS
- ❑ App Server - Salesforce.com
- ❑ Database - Sql Server
- ❑ Platforms - Force.com

○ A sophisticated system was built upon the world's first on demand cloud platform: salesforce.com.

○ Salesforce.com service cloud was developed to process customer requests.

○ Customer Interaction from disparate sources were centralized in Salesforce.

○ An after call email survey was built that matched social interaction to customers ID.

○ A robust yet dynamic email service distribution mechanism was put in place on service cloud platform to keep company-customer connected like never before. Anytime, anywhere.

○ A custom reporting and subscription system was designed for store personnel to get data in a PDF format directly to their inbox—customized to the organizational entities for monitoring.

○ A secure and simplified database was set up on SQL SERVER for easy aftermath processing of past and present data , to and fro with client and customer.

Feasibility

Key Technology Benefits :

✓ No back end maintenance issue.

✓ No Server related issue.

✓ Java Integration made data handling from third party very easy.

✓ Simple and easy debugging in Java.

KPI's :
- Service Level [93.67%]
- Agent Schedule Adherence [2.39 Min.]
- Agent adherence across the board is greater than 87%.
- Active and Waiting Calls[average 78:22]
- Call Resolution [82 % FC]
- Average Handle Time [1.77 Min]
- Customer Satisfaction [66.43%]

UBN's CRM implementation improved customer engagement and satisfaction to very high level. This in turn reduced customer churn in a significant way. Now Client has visibility to each franchisee's operations which helps in future coaching and growth opportunities.

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