

# RAPID ONBOARDING OF NEW CLIENTS

INCREASED SALES AND ACHIEVED AWARD-WINNING SERVICE

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IT Executive  
Warranty Provider

## MANUFACTURING

### BUSINESS GOALS

- Increase sales
- Make it easy to do business with the company
- Lower overall costs of service
- Improve operational efficiency

### RESULTS

**3X FASTER  
DEVELOPMENT**  
as compared to Oracle

**70 DAYS VS.  
6 MONTHS**  
on-boarding of new clients

**2012 INDUSTRY  
AWARD WINNER**  
for best use of technology  
in customer service

**SIGNIFICANTLY  
IMPROVED**  
time-to-resolution

### VISION Deliver Exceptional Service & Easily On-Board New Clients

When this national warranty provider signed a large product replacement contract with a major US retailer it had a short window to achieve operational readiness. In fact, the company had just 90 days to implement a new, flexible contact center solution to support the contract. The solution and migration had to be seamless and have zero impact on the customer service representatives' (CSR) ability to service existing contracts.

The company needed to integrate the CSR Desktop with existing customer and contract data sources, as well as with retailer's systems for original purchase details and replacement product fulfillment. This process had to be easy to repeat for all new clients, and support unique branding and processing requirements. The solution had to ensure that CSR's had a consistent and familiar user interface to maximize efficiency and expertise while providing a seamless, branded experience for the end customer.

### EXECUTION An Agile, Flexible Solution Exceeds Expectations

The company's existing Oracle CRM system required a large staff of developers and proved too inflexible. With Oracle, it would be too difficult to meet the new client's timeline. A search for a more agile and flexible solution was necessary to meet the client's requirements and position the company for future growth. That search led them to Pega.

The company implemented Pega Customer Process Manager (CPM) and the Pega BPM platform and achieved all of their business objectives in just 70 days. The project required just four members of the IT team. "Building the same capability in Oracle would have taken at least two or three times as long with three times the resources," reported a company executive.

### OUTCOME Improved Operations, Award-Winning Service, Increased Sales

While the large, new client was the impetus for the Pega solution, it has now been rolled out to all of the company's retail clients, across its seven national contact centers. The company is well positioned for future growth, and their ability to bring new clients on-board in less than 3 months is a key differentiator in winning contracts with major, international retailers.

The enhanced case management, process automation and integration with retailers' systems have significantly decreased time to resolve customer inquiries and therefore improved customer service levels. The company reports high levels of satisfaction across all clients. In March of 2012 a leading industry association recognized the company for "Best Use of Technology in Customer Service."

