



Global Manufacturer of Lifting Equipment improves its Sales Management & Services through L&T Infotech's Salesforce CRM Standardization & Process Automation

Client

Global Manufacturer of Lifting & Material Handling Solutions for diverse set of industries

Challenge

- Standardize the CRM platform by moving all the Legacy and Home-grown CRMs onto Salesforce
- Improve Service Effectiveness through Service Cloud Implementation
- Merge Salesforce Sales Cloud instances of Mineral Processing Business Unit with AWP

Solution

- Migrated the Data and Business Logic from CRMOD and the client's home-grown case management system to SFDC within a short span of time.
- Case Management Module for service agents.
- Service Console for 360 degree view of customer relation information and capturing of cases.
- Partner Communities to leverage the CRM functionalities.
- Case Routing Intelligence based on case attributes.

Business Benefit

- Improved agents productivity and capture metrics by streamlining existing support processes.
- Increased customer satisfaction and customer serviceability owing to better customer insights.

About L&T Infotech

L&T Infotech (NSE: LTI) is a global IT services and solutions provider with presence in 22 countries. We solve complex business challenges at the intersection of digital and physical world with our real-world expertise and extreme client centricity. We help clients create better customer experiences, transform processes and build new businesses.

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