

Rearchitecting business management solutions for a global Fortune 100 client





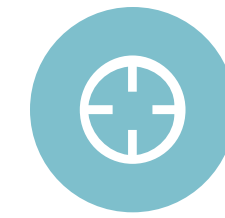
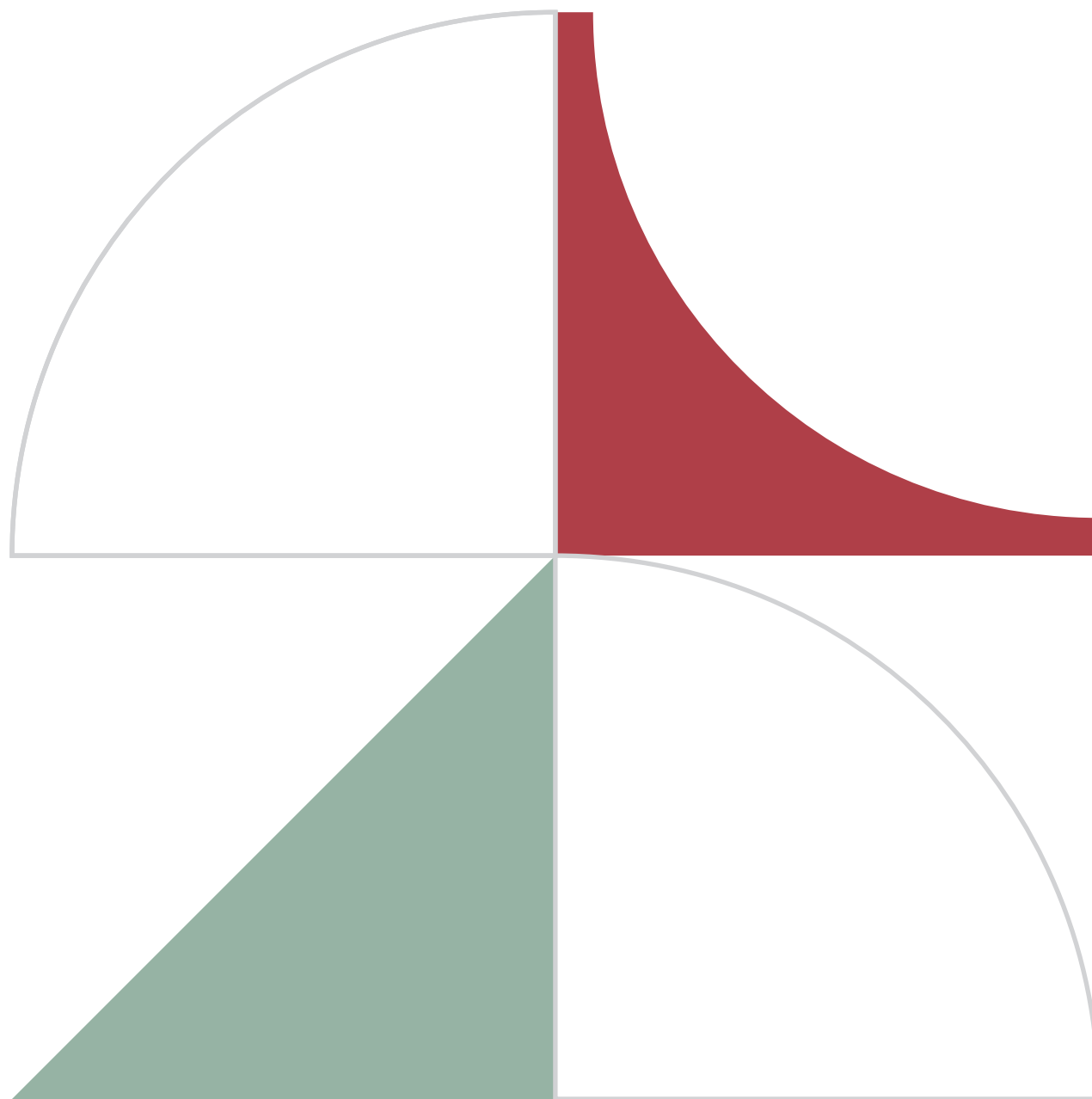
Overview

The client is an American Swiss-domiciled technology company that designs and manufactures connectors and sensors for several industries, including automotive, industrial equipment, data communication systems, aerospace, defense, medical, oil and gas, consumer electronics and energy.

Organization Size: **80000**

Country: **USA**

Revenue: **\$12 Billion**



Challenges and Goals

The client had legacy systems that decreased overall efficiency and was difficult to integrate with new CRM applications. Managing opportunities data with the SAP system had limitations apart from high call costs by agent telephony. The client required an optimal and efficient workforce management system. Key challenges were:

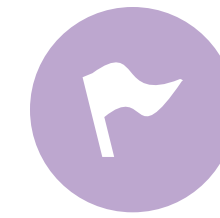
- Difficulty in managing opportunities data, with SAP system requiring manual intervention.
- The Workforce Management system was inefficient, as it could not track agent productivity, their schedules and reporting etc. Unoptimized workflow management and assignment of work to agents.
- Use of a costly telephony system by agents.



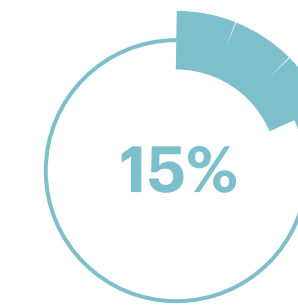
Solutions

We modernized the client's CRM system by introducing various features. We first integrated SAP with Salesforce through MuleSoft including specific features for the China region. Our efforts largely focused on:

- Implementation of a knowledge and service console for agents, for easy agent tracking to help them improve their productivity
- Computer Telephony Integration (CTI) technology integration with an ingenious CTI adapter tool to help reduce costs



Business Impact



Increase in Channel Sales

- >98% workforce utilization
- 70% effort savings in release cycles
- Increased customer engagement and better prospects by sales/marketing functions, with live chats and Einstein
- Improved agent productivity with service console, knowledge and articles
- Customer 360-degree view by integration with SAP systems



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com

