



E*TRADE Financial Corporation

*Helping to Build a Better E*Trade*



The Objective

E*TRADE asked us to guide the organization with the continued adoption of Salesforce.com by the Trading, Margin Lending and Cash Management business unit for analyzing customer feedback. Increasing Data Integrity and implementing a Business Intelligence tool was integral.

The Deliverables

Provide analysis and visualization on enterprise customer feedback processed from various intakes:

- ✓ E*Trade.com website visitors
- ✓ Customer Satisfaction Surveys
- ✓ Customer Services Phone Support

The Benefits

Provided common dashboard of Key Process Indicators (KPI's) that will be used to measure customer responsiveness to E*TRADE products and product features



Humana

Using Salesforce to serve its Employees and Partners



The Objective

Struggling to service its over 55,000 Humana business partners and employees, the company needed a better solution for guiding the creation and processing of Business Service Requests (BSRs) necessary for Humana to support its healthcare members. Humana looked to Salesforce.com and Alternative Solutions to provide a solution

Products Implemented

- ✓ Care Center 360™ Service Cloud for Case Management
- ✓ Salesforce.com Partner Community (58,000 community users)
- ✓ Informatica® Cloud Integration

The Deliverables

- ✓ Re-designed security model (profiles, permission sets, role hierarchy, SSO) to allow flexible scalability in their environment
- ✓ Implemented consistent user experience across the various user types
- ✓ Implemented real time data visualizations used by Humana management to monitor critical KPI's and identify areas for improvements to the process

The Benefits

- ✓ Significant improvements on Humana's internal support processes, thus eliminating timely mistakes in customer requests
- ✓ Customizable dashboards provided real-time insight into the current state of active BSR's at any stage of the process



Atkore International

Providing Guided Selling and Quoting to its Sales Channels



The Objective

Atkore focuses on delivering value-added solutions to the electrical raceway markets. Alternative Solutions was brought in to customize and design a quoting application that would allow Atkore to stay on top of customer demand. Atkore's main objective was to implement an automated solution that would enable Atkore's sales reps to eliminate redundant proposals and streamline the quote to order process.

The Deliverables

The system gave Atkore the ability to:

- ✓ Manage the entire quoting process in one user experience (quote entries, approvals, etc.)
- ✓ Create and synchronize sales projections in the quote with the company's forecasting application – all based on the input from the quote.

The Benefits

With this new application, Atkore is able to have constant interaction with all quotes in every part of the sales process.

Bridgestone Americas

TIRES ARE JUST THE BEGINNING



The Objective

Searching for a way to automate case management and capture eligible program customers along with the customer's exact geographic location to be able to identify registered service providers to provide road side assistance in a timely manner. The client looked to Salesforce.com and Alternative Solutions to provide a solution.

The Deliverables

- ✓ Implemented an Agent Console to allow the customer support agent the ability to manage multiple intake channels (email, phone, text).
- ✓ Use of knowledge articles to equip the agent with a method to quickly solve common issues.
- ✓ Use of mapping tool to geo locate customers in order to quickly find and deploy assistance in a timely manner.
- ✓ Created an algorithm to rank and score vendors that provide service to clients in a pre-defined manner.

The Benefits

- Significant improvements on client's internal support processes, thus ensuring new business and extended contracts with current customers
- Significant improvement of customer service agent response time.

