

Future-ready Solution for Sales Contact Center on Salesforce CRM Platform

Atos Syntel's client is a leading provider of financial services to credit unions, their members, and valued customers worldwide. It provides innovative commercial and consumer insurance as well as protection products to safeguard customers' assets and help find solutions for their financial needs.

The client needed a highly efficient, robust and cost-effective solution to automate their D2C sales life cycle and help their sales representatives to be more productive. Atos Syntel implemented Salesforce CRM capabilities to automate the client's Contact Center Sales Methodology.

CHALLENGES

Addition of the following features to the Sales Center Solution:

- Call handling or dynamic scripting
- Knowledge management
- Quote service and rate comparison
- Knowledge of offers
- Outbound campaigns lead management
- Contact capture and display within sales center
- Support referral leads
- Integration with existing tools for call handling and voice signature
- Access to existing tools such as Policy Admin and Order Fulfillment

SOLUTION

The Salesforce platform was the best fit for the Contact Center Sales Capabilities (CCSC) project. Our team actively helped the client design and build a cost-effective, in-house Salesforce solution with the following activities:

- Customized solution using out-of-the-box functionality of Salesforce and Visualforce pages
- Developed custom business logic to support B2C business interactions
- Leveraged web services for effective use of critical data in legacy applications
- Implemented reports and dashboards functionality along with security and sharing model

BUSINESS BENEFITS

50% reduction in average hold time per call

- Comprehensive, consistent sales information with real-time visibility into key sales metrics
- Single application to standardize agent compensation process

Beyond Business Benefits

- Easy premium quote generation and product comparison for members
- Dynamic scripts to help SR drive the call efficiently
- Offers can be shared via e-mail, voice signature and fax

Delivering Excellence with Atos Syntel's Salesforce Center of Excellence

Atos Syntel's comprehensive PaaS offering includes Salesforce.com and Heroku, enabling you to rapidly adopt public enterprise PaaS platforms. Our solutions help you achieve 40% faster time-to-market and 50% reduction in efforts. Atos Syntel has successfully delivered over 100 Salesforce projects, and we are partnering on many more. Our expertise in Salesforce solutions encompasses Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 platform, Chatter and Work.com.

