

CriticalRiver Optimizes Complaint Management for a Global Hi-Tech Manufacturer



The Customer

The customer is a global leader in the steam turbine manufacturing industry, operating across multiple countries and serving a wide range of industries. Despite its prominence, the company struggled with fragmented and duplicate customer account data in its Salesforce system, impacting their ability to manage customer relationships, track assets, and generate accurate reports.

The Challenge

The customer faced operational bottlenecks with their legacy complaint management system, Primavera. The system's limitations led to manual data tracking, inefficient complaint resolution, and disjointed collaboration between teams. Key challenges included lack of visibility into complaints, poor SLA adherence, and delays in addressing customer issues due to data silos.

The Solution

CriticalRiver migrated all complaint-related data from Primavera to Salesforce. This migration provided a unified platform where complaints could be tracked against specific assets. The implementation of SLA-based resolution tracking ensured that complaints were addressed within set timelines, while knowledge articles were integrated to expedite issue resolution. Real-time notifications were established to keep key stakeholders informed, promoting effective cross-team collaboration and timely case closure.

The Results

The migration to Salesforce revolutionized the client's approach to complaint management. By automating SLA tracking and integrating knowledge articles, the client significantly reduced resolution times and improved service levels. The centralized platform enhanced collaboration across teams, breaking down communication barriers and enabling faster issue resolution. Real-time reporting and dynamic dashboards allowed management to monitor complaint performance, identify bottlenecks, and ensure SLAs were consistently met. This transformation resulted in increased customer satisfaction, greater operational efficiency, and stronger overall business outcomes for the client.

Impact Delivered

- 50% reduction in complaint resolution time
- 40% increase in team collaboration
- 30% improvement in reporting accuracy

Solution Components

- Salesforce Case Management
- Salesforce Asset and Complaint Objects
- SLA-Based Resolution Tracking
- Knowledge Article Integration
- Real-Time Notifications