LTIMindtree

Enable Customer Outreach & Transition to Less Harmful Products for EU-based Tobacco Company

Client
Challenges

LTIMindtree Solution

LTIMindtree created a single pane of glass solution on Salesforce that connected user registrations, coupon assignment systems, product selections, and guided learning. Salesforce created a customer 360-degree view orchestrating workflows across multiple internal applications, a single source of truth system, which was integrated with other systems. The solution provides remote coaches and service agents with a consistent view of the customer information and tools required to carry out their
day-to-day activities. It helped Marketing and Sales users to improve the speed of customer engagement and campaign execution.

A unified view of information allows unprecedented visibility into the performance of distributors, campaign effectiveness, customer sentiment, and sales metrics.

Finally, we improved post-sales servicing by tracking all the customer issues/queries effectively, enabling collaboration. As a result, the end customer saw a great improvement in key service metrics such as First Time Right and Mean Resolution Time.

Business Benefits

Improved customer experience with the brand.

Enabled 360-degree view throughout the customer life cycle.

Real-time business visibility across sales, service, and marketing.