

A major check printing client Improves Experience for Customer Relation Management, and Sales and Service Management through Siebel CRM

The Client is a Company is one of the largest check printers in the country and the leader in testing and assessment solutions for the education market



The Challenge

The client initiative (HC2), a project designed to facilitate the overall business transformation of the client. The HC2 initiative is a Comprehensive customer relationship management implementation that is part of a greater strategic initiative to transform how the client printed products views and supports its clients and customers.

The challenges included:

- **Improve Sales and Service Management**
- **One to One, Multi-Channel, Campaign Management**
- **Help Desk support**

The Solution

TASMEA, along with a service integrator, implemented Siebel Sales Force Automation and Siebel Call Center at one of the largest check printing companies.

- **Improve Sales and Service Management:** Sales & Service handles all sales and referral activities, as well as problem resolution and service requests. Sales & Service also manages interaction history for each customer with all notes, correspondences, faxes and e-mails attached to the individual customer record. This way, information is readily available to any user in the organization, enabling the staff to deliver unparalleled service and exceed customer expectations.
- **One to One, Multi-Channel, Campaign Management:** The interaction management component of the Customer Relationship Management Solution is a fully automated, multi-channel, one-to-one campaign management system that makes it possible for the institution to examine and deliver highly targeted marketing messages to their customers at every point of contact.
- **Help Desk Support:** By providing help desk support Harland can maintain and resolve technical issues in Siebel call center. The call center agents will report the issues to the technical service center they will assign the issue to the subject matter expert who will then resolve the issue and give resolution according the severity of the issue. This improves the performance of the production environment in the Siebel call center.
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The Technology

- Siebel 7.5.2, Siebel Help Desk, Mercury Test Director 8.0, CPM Administration Client, Tibco Integration Manager 4.5.0