macmillan learning

CASE STUDY

Helping Macmillan Learning connect with their customers and transform their experience by implementing Salesforce Service Cloud.

Macmillan Learning

Macmillan Learning develop world class content and provide pioneering and interactive teaching tools. They facilitate teaching and learning opportunities partnering with educators and institutions to enable the learner to achieve more and improve their individual outcomes.

With the merger of Macmillan Higher Education and Macmillan New Ventures to form Macmillan Learning there was a requirement to replace five separate Desk.com systems with one instance of Salesforce Service Cloud. The aim was to implement a common ticketing and escalation process and create a truly multi-channel (utilising phone, email, chat and web) interactive platform.

The problem

The drivers were to simplify and unify workflows, to decommission the multiple instances of Desk.com and consolidate on to a common platform, Salesforce Service Cloud.

However, customer data was in silos, the status reporting was weak and the analytics capabilities were limited. This hindered effective agent and SLA management as it led to data exports that needed manipulating in Excel. The integration with the CRM was inadequate which limited sales effectiveness in managing support issues and customer relationships.

After a successful Sales Cloud implementation for Macmillan Learning, Ribbonfish were selected to rollout Service Cloud to the Customer Service Team to provide a 360-degree view of the customer.

The solution

Ribbonfish were engaged to implement Salesforce Service Cloud replacing the five legacy systems in situ.

The main elements of the solution were:

- The ability to link customers to a single account and gain customer intelligence
- Real time reporting and analytics
- Measurement of SLAs for customer contracts
- Vendor contracts and internal measurements KPIs
- Live Agent to answer customer enquiries in real time whilst capturing the enquiry
- Knowledge base for public facing FAQs via web pages
- Knowledge users to have full control of publishing content on FAQ pages
- Support for different article formats (text, graphic, video)
- Articles to be rated, enabling prioritisation of FAQs
- Archiving and business insight in to historical data
- Connector for Salesforce and JIRA (two way)
- Links from relevant product sites
- Customer contact forms

The outcome

Ribbonfish provided Macmillan Learning with a system built on the Salesforce Service Cloud platform. It was developed to meet the requirements of the sales team and enable the decommissioning of the existing duplicate applications. Customer Service processes have been unified and simplified, they have a 360-degree view of the customer and can manage cases more effectively using categorisations and service level management. Customer insights are made possible by real time customised reporting and dashboards.

"Ribbonfish have deep publishing expertise. They are smart, flexible and always looking for ways to make improvements. I highly recommend them."

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Andrew Crenshaw, Senior Director, Macmillan Learning