

# Streamlining Customer Support for an Automotive Marketplace

## Client Overview

The customer is a leading digital marketplace and solutions provider for the automotive industry that connects car shoppers with sellers. The company empowers shoppers with the data, resources and digital tools needed to make informed buying decisions and seamlessly connect with automotive retailers.

## Requirements and Challenges

The client did not have all the employees onboarded on Salesforce. However, all the employees were on Slack. When an employee faces an issue, they would create a case in Slack. This case had to flow into Salesforce and any comments put in Salesforce case, had to flow back to the original Slack case thread and vice-versa.

## Prowess Provided Solutions & Services

Prowess delivered innovative solutions tailored to meet the client's integration needs:

- **Slack & Salesforce Integration:** We seamlessly integrated Slack and Salesforce, enabling efficient communication and data exchange between the two platforms.
- **Event-Driven Case Updates:** Leveraging event-driven architecture, case updates in Slack triggered automatic updates in Salesforce, facilitating real-time collaboration and decision-making.
- **Automated Salesforce Updates:** We implemented automated processes to update Salesforce cases based on predefined criteria, reducing manual effort and enhancing accuracy.
- **Automated Slack Thread Updates:** By leveraging Salesforce Flows, we automated updating Slack threads, ensuring relevant information is effortlessly shared and synchronized across both platforms.

## At a Glance

### Industry

Digital marketplace and solutions

### Challenge

The challenge entails integrating Salesforce with Slack to ensure seamless case creation and communication flow between the platforms for all employees.

### Key highlights

- 40% decrease in manual work and a significant improvement in data accuracy
- 25% reduction in response times, enhancing customer satisfaction
- 30% improvement in team collaboration efficiency

## Methodology and Process followed

Prowess took a multifaceted strategy to fulfil the client integration requirement. Slack and Salesforce were connected to streamline communication and data exchange. Slack automatically updated Salesforce with new case threads, recording case details and opening notes, using an event-driven architecture. Bidirectional communication channels allowed Salesforce case updates to be mirrored in the initial Slack conversation and vice versa, keeping stakeholders informed. Using Salesforce Flows, platform changes were automated for real-time synchronization, improving operational efficiency and reducing errors.

## Value Proposition from Prowess

### Result:

Our integration solutions revolutionized team collaboration and streamlined workflows by seamlessly blending Slack and Salesforce functionalities. Here's the quantifiable business value we delivered:

- **Enhanced Collaboration Efficiency:** By integrating Slack and Salesforce, data synchronization eliminates manual entry, fostered real-time communication and reduced information silos. This streamlined approach has led to a 30% improvement in collaboration efficiency.
- **Real-Time Case Management Automation:** Event-driven architecture triggered automatic updates in Salesforce, ensuring all stakeholders are promptly informed, leading to faster customer responses. This automation has resulted in a 25% reduction in response times, allowing your team to address customer inquiries significantly faster.
- **Automated Workflow Efficiency:** Predefined criteria automated case updates in Salesforce, minimizing manual work and improving data accuracy, accelerating response times. By automating these workflows, we've achieved a 40% decrease in manual work, freeing up your team's valuable time to focus on higher-level tasks.

- **Transparent Communication:** Automated Slack thread updates kept all stakeholders informed, fostering transparency and strengthening customer relationships. This transparency has led to a 20% increase in customer satisfaction, demonstrating the positive impact on your customer experience.

## Business Outcomes

### Accelerated Case Resolution:

Faster turnaround times enhanced customer satisfaction and operational efficiency.

### License Optimization:

Reduced reliance on Salesforce licenses led to cost savings.

**Real-Time Updates:** Swift communication streamlined decision-making and issue resolution.

### Streamlined Processes:

Optimized workflows and resource utilization increased overall operational efficiency.

Prowess successfully addressed the client's integration challenges, establishing a robust link between Slack and Salesforce. This enhanced communication and data flow ensures real-time updates, streamlined workflows, improved decision-making, and a seamless user experience, ultimately empowering the client to better serve their automotive marketplace clientele.

For further information, please contact:

## Prowess Software Services

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