

HEXAWARE

Transforming Aftersales Services with Salesforce

360° Solution for Customer Data, Site Registrations, Claims, and Remediation

Case study



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

As a trailblazing force in the renewable energy sector, our client stands at the forefront, managing the world’s largest grid-connected photovoltaic power plants. With a commitment to sustainable solutions, they lead the industry, offering reliable and cost-effective initiatives across the solar value chain. Their impressive portfolio, totaling over 15+ billion dollars, reflects a dedication to driving a brighter and greener future.

\$15+ Billion
valuation



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Business Challenges

In fast-emerging markets, a well-defined digital aftersales process is paramount. It ensures adaptability by keeping a holistic check on data. It helps businesses quickly respond to market shifts and evaluate decisions with actionable insights on customer experience.

In the digital system supporting our client’s sales cycle, the existing warranty data system could not be scaled nor execute timely warranty claims. This affected accurate financial tracking and reporting. The limitations of the current system forced highly manual workarounds for even routine tasks.

Our client was looking to shift to the cloud for automated service processes, streamlined workflows, and to manage their end-to-end aftersales efficiently. Consequently, they also looked to improve data accuracy and reporting capabilities to support their field teams and initiate customer self-service to improve brand experience.

In the sustainability industry, success is characterized by rapid innovation. A data-driven aftersales process allows for quick customer service and value-added services. It facilitates the testing of new marketing strategies and customer retention initiatives, that the shift to the cloud presents as an opportunity.

Legacy System Challenges for Aftersales Services

Legacy systems pose specific challenges for aftersales operations within a business. These challenges often stem from outdated technology, manual processes for new data elements, and a lack of integration with new age business intelligence features. Some challenges critical for our client were:

Inflexibility and Scalability Issues

Legacy systems do not adapt well to changes in business processes or increasing service demands. Aftersales operations must be scalable to accommodate growth, and our client’s systems were struggling to handle additional transactions or support new services.

Limited Functionality

Legacy systems may lack the advanced features required for modern aftersales processes, such as automation, real-time tracking, and comprehensive analytics. This limitation was affecting the ability to meet customer expectations for efficient and responsive service.

High Maintenance Costs

The cost of maintaining and supporting outdated technology was exorbitant. Legacy systems may require specialized expertise, and finding qualified professionals familiar with older technologies can be challenging and expensive.

A photograph of a woman and a man in business attire. The woman is standing and holding a green mug, looking down at a document the man is holding. The man is sitting at a desk, looking at the document. They appear to be in a collaborative work environment.

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Salesforce – Reeling in Aftersales Opportunities

Hexaware undertook a comprehensive overhaul, replacing the existing system handling customer data, site registrations, claims, and remediation. The transformation involved the seamless integration of **Salesforce Service Cloud**, bringing forth a dynamic solution roadmap.

Account Management Enhancement

- Enabled the management of single account definitions.
- Leveraged **Salesforce account hierarchy** to establish relationships, identifying parent accounts.

Real Time Data with SAP ERP Integration

- Integrated Salesforce with SAP ERP for streamlined processes.
- Enabled pre-registration of sites using SAP contract/order data and real-time shipment information.

Efficient Service Operations

- Introduced online work orders and service appointment requests.
- Streamlined field service technician appointments and provided views on equipment ownership.

Proactive Maintenance Initiatives

- Initiated proactive scheduling for equipment maintenance and repairs.
- Ensured timely interventions, minimizing downtime, and increasing equipment lifetime.

Robust Warranty Transaction Support

- Successfully supported and processed 70,000+ warranty transactions annually.
- Built a robust system for efficient tracking, management, and resolution of warranty-related activity.

Hexaware's Salesforce Service Cloud implementation addressed existing challenges and transformed aftersales processes for customer-centricity. Salesforce seamlessly connects various facets of operations, enabling a more responsive, proactive, and streamlined approach to customer service, building on the tenets of brand experience.



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Seamless Automation for Aftersales
Unlock fully automated end-to-end capabilities, ensuring highly automated, low-touch efficiency in post-sales processes.

Efficient Field Service Management
Hexaware streamlined field services, reduces manual management, ensuring accurate data tracking, and improving site reporting for our client’s services.

Enhanced Customer Satisfaction
Hexaware’s Salesforce solution improves customer satisfaction through efficient post-sales processes and streamlined field service operations.

Real-time Operations Visibility
Real-time visibility into field operations, empowering quick decision-making and enhancing overall service efficiency.

Optimized Resource Allocation
Resource optimization with Salesforce, ensuring the right resources are allocated for efficient service management.

Proactive Service Resolutions
Enable proactive resolutions for customer requests, enhancing overall service quality and experience.



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Our implementation of Salesforce Service Cloud established a versatile aftersales service solution for our client. By leveraging the robust features of Salesforce Service Cloud, we were able to introduce flexibility into the client's field service operations. This involved tailoring the system to meet specific needs and requirements, allowing for a dynamic and adaptable approach to managing service tasks.

Flexibility from Salesforce Cloud will allow the client to efficiently respond to changing demands. With a solution that positions them for future scalability and innovation, our client can look to deliver exceptional services for the evolving sustainability landscape.



About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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