



Bona

Polishing Up Customer Service Using SAP® Cloud for Service and SAP Cloud for Social Engagement

Overview

Professional contractors and homeowners alike know that Bona products bring out the best in hardwood floors. To grow its global retail network, Bona is reaching out to customers through new channels, such as supermarkets and drug stores, as well as social media and television. Any time customers need help with their flooring products, a Bona expert is available, anywhere in the world.

Bona customer service representatives relied on an obsolete database to address consumer queries. In most cases, it took three customer phone calls to resolve an issue, because legacy systems were disconnected and information wasn't readily available.

When Bona wanted to integrate its technology to improve service and engage customers through new channels, it chose the SAP® Cloud for Service and SAP Cloud for Social Engagement solutions – enabling the company to effortlessly improve customer satisfaction and turn customers into promoters.

Location: Aurora, Colorado

Industry: Chemicals

Products & Services: Installation, maintenance, and renovation products for wooden floors

Employees: 500

Web Site: www.bona.com

Delivering Expert Advice 24x7

Top Objectives

Provide best-in-class customer service

- Reduce the time to address service calls and decrease the need for follow-up calls to customers
- Track customer satisfaction on social media channels and turn customers into promoters

Resolution

Partnered with Birlasoft to provide a consistent omnichannel customer experience with SAP Cloud for Service and Cloud for Social Engagement solutions.

- Real-time mobile access to customer service data
- SAP HANA® platform for fast, accurate search results and in-memory analytics
- Scalability to take service and support to a global level
- Simple integration with the existing enterprise resource planning system

Key Benefits

Handle customer claims quickly and accelerate problem resolution

- Address customer issues via social, Web, phone, and self-service channels
- View trends globally with real-time reporting to avoid recurring problems
- Empower service representatives to be proactive rather than reactive on claims to improve customer services



66%
Reduction in telephone calls needed to resolve customer inquiries



Improved
Customer sentiment tracking through social media integration



Effortless
Customer service experience

Birlasoft has been at the forefront in driving business innovation with cutting edge technology. Our business strategies allow organizations to adapt to today's ever changing and connected IT landscape with completeness of vision, and product lifecycle management - from implementation to services and support for maximum sustainability and future growth. Our approach lies within co-creating best-in-class solutions that meet all your business needs.



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.