



Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world.

They engage consumers through a portfolio of iconic brands, including Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends, UNO, Masters of the Universe, Monster High and MEGA, as well as other popular intellectual properties that they own or license in partnership with global entertainment companies.

Their offerings include film and television content, gaming and digital experiences, music, and live events.

Toyful Solutions for Customer Delight

Mattel partnered with XCentium to consolidate all customer service functions under Salesforce Service Cloud including pre-sales inquiries, order entry, order servicing and warranty support.

The integration of Service Cloud as a unified operational system has notably elevated the efficiency of Mattel's customer service agents. The streamlining of processes and procedures has enabled swift issue resolution and ongoing enhancements, as key metrics and KPIs are now systematically captured in a meaningful and actionable manner.

Elevating Customer Expectations

Mattel has expanded its customer service capabilities to encompass a range of communication channels, including phone, email, and web. They can now place orders on behalf of customers using special business logic to accommodate exclusive products or items with purchase limits.

Their new solution unifies order histories across both POS and digital channels, providing the flexibility to enhance hold filters intuitively and efficiently release holds in bulk. To streamline the return process for customers, they're able to initiate returns with or without specific product return requirements, leading to automatic generation of return labels and prompt refunds.

Furthermore, Mattel has elevated the order servicing experience by introducing features such as order tracking, notes capture, order cancellation, quantity updates, backorder management, and replacements. They also offer additional capabilities like providing appeasements and email marketing to enhance their customer service.

CLIENT

Mattel

WEBSITE

www.mattel.com

INDUSTRY

Retail

SOLUTIONS

Salesforce Service Cloud
 Shopify
 IBM Sterling DOM
 Blue Yonder WMS
 FedEx

Project Highlights

- Supports multiple sales channels
- Order servicing
- Consumer management
- Harmonization between different brands and business units

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