XCENTIUM

THE POWER OF ORDER SERVICING WITH SALESFORCE ORDER MANAGEMENT

INTRODUCTION

Today's customers have very high expectations and siloed systems that significantly impair the ability for businesses to meet them. However, adding Salesforce Order Management to your existing digital order flow, regardless of commerce and ERP technologies, can create a seamless ecosystem that redefines customer service excellence. In this guide, we will explore how Salesforce Order Management can elevate customer satisfaction and streamline order processes.

COMMERCE / BACKEND TECHNOLOGY AGNOSTIC

We are seeing more and more cases where Salesforce Order Management is being inserted in between existing ecommerce platforms and backend ERPs to enable order servicing. eCommerce platforms are optimized for demand capture, whereas WM & ERPs are optimized for systemic order processing. Neither system is optimized for order servicing, which is where Salesforce Order Management really shines. By integrating Salesforce Order Management, you can move all agent interactions to a cloud based, user friendly system which will drive agent efficiency and reduce support costs.

Single Customer View

Salesforce Order Management creates a unified hub for customer and order data, where agents have instant access to a comprehensive view of customer purchase history and order details. This single customer view ensures that support agents can provide contextual and personalized assistance, that enhances the overall customer experience. By using a single screen, agent efficiency increases and call handling time decreases, which further drives customer satisfaction.

Real-time Order Information

WISMO (where is my order) inquiries are often the top contact reason, sometimes as high as 70%. With Salesforce Order Management, agents can seamlessly access real-time order information, ensuring that support agents have the latest details on order status, shipping information, and any potential issues in the order fulfillment process. The result is quicker and more informed customer support interactions, which can result in lower costs and higher customer satisfaction.

Additionally, with Salesforce Order Management, order status can be exposed directly on the consumer website, both in order history and via chat bots, allowing customers to self-serve and prevent the contact altogether in many cases, driving further cost savings. According to a recent Harvard Business Review, 4 out of 5 customers will try self-service before reaching out to customer support, suggesting this is their preferred channel for issue resolution.

Order Modification Updates

In scenarios where customers need to modify their orders or address specific concerns, Salesforce Order Management allows for easy updates. Whether it's updating shipping details, processing returns, or handling refunds, the integrated system ensures that changes are reflected in the order management process seamlessly without having to log into several systems to compete single tasks. Increasing agent efficiency is directly correlated with lower contact times (and costs) and higher customer satisfaction.

CONCLUSION

Using Salesforce Order Management to enable order servicing is a game changer for businesses customer service teams. It gives them a single user-friendly application to handle all order related inquiries ensuring a holistic and efficient approach to customer service.

As businesses seek to exceed customer expectations and deliver seamless experiences, Salesforce Order Management emerges as a strategic imperative in the pursuit of customer service excellence by improving customer experience as well as increasing agent efficiency and driving down support costs.

How do you get started?

It's an exciting time for companies ready to modernize. Working with a solution partner who has been through similar projects already—and who has the learning from a wide range of implementations—will help you confidently make the right choices for your business. It will also speed your time to market.

XCentium provides a free initial consultation to help you determine the right next steps for your business.

MEET THE XC TEAM

The XCentium Difference

We are a team of highly dedicated individuals, successful at delivering creative, new ideas that drive change for us and our clients. We build with heart, lead with excellence, and guide with expertise.

Prabhu Anbananthan
Vice President, Digital Delivery

Prabhu brings 15+ years of software development experience building scalable and optimized solutions on multiple technology platforms. Most notably he held various positions at Sony where his team developed enterprise systems (both B2B and B2C) to launch and operate next-generation video formats and digital movie redemption systems.
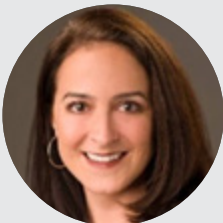
Molly MacDougall
Vice President, Digital Commerce

Molly brings over 25 years of experience in digital transformation across several industries and platforms and has led Digital Commerce and Customer 360 initiatives at clients like Ralph Lauren, Funko, WeatherTech, Theory, Borderfree, and Amazon.

Thomas Wagner
Vice President, Commerce

Thomas has been involved with enterprise software development for over 25 years. From building a custom ERP used in the production of the International Space Station, to managing web teams at Symantec, handling security software for 30 million customers. Thomas is the Salesforce Practice Lead at XCentium concentrating on B2B Commerce.

Dave Stawinski
Vice President, Digital Delivery

Dave has been working in the interactive business for 25 years. He's worked with some of the world's biggest brands, like Coca-Cola, General Motors, Honda, Anheuser-Busch, Sony, Disney, Microsoft, the Library of Congress, The Grammy Awards, Nike and many others. Dave has extensive experience in all facets of

ABOUT XCENTIUM

XCentium is a full-service digital consultancy with a team over 250 tech, design, and strategy experts. We help our clients elevate their digital presence and empower their marketing teams by delivering award-winning Digital, DXP, commerce, CRM, and Cloud services that align their technology with business objectives.

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