



Salesforce Case Study

Overview

Industry

Medical Device Company

Contact

Customer Service Team

Solution

xEngine – Salesforce to Agile PLM Integration

Background

This project was related to the business process improvements in **Salesforce (SFDC) Service Cloud** and the integration of **SFDC** with **Oracle Agile PLM**. Both systems required the complaints, adverse events & quality data to sync in near-real time.

About Xavor Corporation

Xavor delivers consulting services, implementations and integrations around the **Salesforce** offerings (Sales Cloud, Service Cloud, Marketing Cloud and App Development). Using our unique methodology, we perform assessments, implementations, integrations, data migrations, upgrades, maintenance and support, and extensions/customizations, with particular emphasis on the semiconductor, medical device, and high technology verticals.

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Challenge

The Customer Service Team of this leading medical device company used **Salesforce Service Cloud** to capture all of their customer complaints and adverse events that were being reported from the field. The **Salesforce Service Cloud**, being an awesome platform for handling all customer service related needs, was taking care of their business needs very well. All of the detailed assessments for these complaints were handled in **Agile PLM**. For a growing business, with a large volume of complaints, the manual interface between **Salesforce** and **Agile PLM** became very inefficient. The team started to realize that there was a need for a better process collaboration with the Quality Team as well as with the data integration between **Salesforce** and **Agile PLM**. The Customer Service Team wanted to reduce the time required to complete the assessments as well as minimize the risk of human error. The team started to look for a business process collaboration and integration solution that could integrate the complaints captured in **Salesforce** with **Agile PLM**. Part of the challenge was to improve the existing **Salesforce Service Cloud** implementation around on-call customer collaboration and experience.

Solution

The existing implementation of the customer service and collaboration processes was evaluated to re-design the complete lifecycle of their complaint handling. The solution included enhancements to their complaint handling through customizations using **Salesforce** and **Force.com**. It also included an integration layer which was based on **xEngine**, to sync complaints from **Salesforce** and **Agile PLM**. In addition, assessment reports were integrated from **Agile PLM** to **Salesforce**. **Xavor**, having a combination of industry knowledge as well as technical expertise, helped the customer to ensure that the solution would reduce the life cycle time of their complaint handling. **xEngine**, **Xavor's** integration platform, which has a robust adapter to integrate **Salesforce** with **Agile PLM**, was used to integrate the complaints with **Agile PLM**.

Results

The medical device company noticed that with **xEngine**, there was a reduced cycle time with their complaint handling, improved accuracy of capturing complaint details and increased productivity of their service agents.

Benefits

The Customer Service Team continues to have more control over the service processes within **Salesforce**. In addition, they also have a direct link with the Engineering Team across multiple systems which allows them to report their product issues to obtain resolution and feedback right away without any delays or discrepancies.

