

## The challenge

- Need the ability to capture and leverage Dunelm's customer data to improve the quality of the Dunelm's Customer Service Capability
- Improved customer insight and personalised engagement across all channels
- No 'single view' of the customer
- The need to improve response to customer enquiries
- Enhanced order tracking (WISMO)
- The need for effective tools to manage and grow the Dunelm customer database and to track and monitor ROI

## The solution

- Service Cloud
- Chatter
- Salesforce 1
- Web to Case
- Email to Case
- Knowledge
- Order System Integration to quickly track Orders
- Product System Integration to easily associate Products to cases

## The results

- 360-degree view of the customer and case management
- Accurate and rapid reporting on types of cases raised
- Real time check of orders and products through Salesforce
- Automatic customer creation and order association within salesforce via integration
- SLA management
- Improved award-winning customer service
- 21<sup>st</sup> century stock supply chain management systems
- Improved profitability through more precise data management