

CUSTOMER STORY



BRP Enhances its Knowledge Offering to Dealer Network with Coveo for Salesforce

BRP Centralizes its Global Dealer Network with Coveo for Salesforce



COMPANY INFO

Industry: Manufacturing

HQ (country): North America

Number of users: 4,200 Dealers & Distributors

Annual Revenue: \$1B - 5B

Product: Coveo for Salesforce

Content sources: Salesforce Content, Salesforce Knowledge, Lithium

METRICS AT A GLANCE

220k Documents Indexed

28.4k Monthly dealer & distributor visits

87% Click-rank

CUSTOMER GOAL

World-renowned for their recreational products and vehicles, BRP is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles. With over 8,700 employees spanning 26 countries, BRP is behind great brands such as Ski-Doo, Sea-Doo, and Can-Am off-and on-road vehicles. BRP's reach extends beyond their own locations: through their expansive dealer and distributor network, their products ship to over 100 countries.

BRP's unwavering commitment to quality through rigorous execution led the company to look for a way to improve the self-service experience for its dealers and distributors. Ensuring the satisfaction of its dealership network and empowering them to drive efficient services is business critical in the competitive powersport vehicle market.

With 4,200 dealers located across the globe covering 12 different languages, BRP needed an efficient self-service platform, in which dealers could seamlessly log in to a central portal to find relevant information. Content such as a comprehensive knowledge center, an online business-to-business community, an online-case-management tool and e-learning training where dealers can benefit from proficient information needed to be accessible, easier to navigate and more relevant from one single point of entry. BRP also needed a solution that could provide insight into what content dealers were looking for, what content was trending and where there were content gaps so that the company could provide valuable information globally and proactively due to seasonality.

THE SOLUTION

In order to maintain the quality and service of their best-in-class product lines across their vast global network, BRP was heavily invested in ensuring their dealer and distributor network was properly supported. After exploring different options, BRP chose Coveo's search capabilities to improve their self-service suite of solutions, increase dealer and distributor autonomy and minimize time away from their businesses. Coveo's solution was the clear choice for BRP for the following reasons:



DEEP INTEGRATION WITH SALESFORCE

BRP was already utilizing Salesforce and they did not want to disrupt the user experience for their dealers and distributors who were already accustomed to interacting with Salesforce properties. Implementing Coveo allowed BRP to connect content they had stored on Salesforce Content, Salesforce Knowledge, and Lithium, which is behind BRP's B2B community as part of its suite of solutions for self service.

Coveo pulled those resources into one user-facing platform on Salesforce's Service Cloud (for internal users) and Sales Cloud for the Dealer and Distributor Network.

"Salesforce and Lithium are two great, cloud-based, state-of-the-art partners that are really easy to work with and deploy," says Jasmin Boudreau, a Business Leader and Global After-Sales Systems and Community Manager. Boudreau continued: "Coveo, another best-in-class solution, is the brains behind our central portal's search engine and furthermore has the capacity internally to provide the right information at the right time from a leader's perspective."



TERM DETECTION

Coveo's Machine Learning technology utilizes term detection, which relies on patterns in queries supported by a company's master corpus. Because it relies on patterns of words, the search functionalities can easily be applied across a multilingual spectrum, which was essential for BRP's vast global network that includes 12 languages. Term detection is not limited in the same way keyword spotting is, which relies on a grammatical dictionary for each language and is thus confined by syntax.



IN-DEPTH USER-BASED ANALYTICS

Coveo stood out for its ability to finely manage the query pipeline, as well its rich search-based usage analytics that are able to capture dealer behavior on the platform, analytics which in turn allow BRP to continuously gain insight it can apply to future content decisions across the organization. For example, the after-sales department now has insight into what dealer mechanics are searching for, which in turn enables the content owners to update or create their documentation with more relevant information much earlier in the process.

THE RESULTS

Replacing the search tool in BRP’s primary dealer portal led to better understandings of how the dealer network was working on a day-to-day basis, and also an improved the search experience for the dealers all around which they genuinely appreciated. In one month, out of the 28.4K dealer and distributor visits with a search, 87.2% contain a click on an article, with the Average Click-Rank in the top 3 best in class. One dealer commented on the BRP Forum, “I got online first thing this morning to check this out. What a great improvement. So much easier to search and narrow down the search results. Last week, we looked up Knock Sensors for a problem on a Ski-Doo. We could not find anything. I went on today and did the same search and found something that we could not find previously.”

GREATER VISIBILITY INTO CONTENT CONSUMPTION



With Coveo, BRP now has visibility into what content their dealer and distributors are using to solve their use cases, “Today I have the best of both worlds,” says Boudreau, “We have visibility into the problem the dealer is trying to solve, as well as the path they took to solve it. Based on their query, we can see what articles the dealer clicked on to try and solve their concern. Analytics tell me if there is a content gap as well so that we know we have to create articles to help with specific issues. We can combine this information with the case management report to have better insight overall.”

APPLICATION OF PROFICIENT GLOBAL INSIGHTS



One of the biggest benefits BRP has experienced since using Coveo is the insight they are able to apply seasonally for their dealers. BRP now has the ability to predict issues and adjust material to be proactive before the dealers might have questions. For example, Trending issues occurring with the Can-Am vehicle in South-Central USA in January where temperatures are always temperate will impact a dealer in Quebec four months later. BRP can now suggest content to dealers in season and have the material ready preemptively.



WHAT’S NEXT?

Now that Coveo’s search solution has been seamlessly integrated for BRP’s dealerships using the online portal for self-service, the next phase of production will be focused on improving collaboration among agents in BRP’s call center.

Coveo will be integrated with BRP’s contact center agents Salesforce.com cockpit to leverage their knowledge base, increase resolution time, and increase the number of cases solved to inject even more relevance into BRP’s self-service suite of solutions.

How can Coveo help you?

Integrate the power of Coveo in your self-service efforts today.
To learn more about Coveo for Salesforce or to try the Free Edition

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