

EXFO Connects Context-Aware Knowledge with Coveo for Salesforce

Snapshot:

- ▶ Industry: Telecommunications
- ► Geography (HQ): Quebec City, QC, Canada



- ► Types of Users: **Customer Service Agents and Experts**
- **▶** Coveo Solution: Coveo for Salesforce -Service Cloud Edition
- ► Connector Types: Salesforce

Client

EXFO is the leading provider of next-generation test and service assurance solutions for wireline and wireless network operators and equipment manufacturers in the global telecommunications industry. EXFO, a publicly traded company listed on both the NASDAQ and TSX stock exchange, has a staff of approximately 1,700 people in 25 countries and supports more than 2,000 customers worldwide.

"Before using Coveo, we weren't able to have all of the information we needed together in a quick and easy view. Now, we can find everything related to a particular topic, which is so much more efficient for our agents."

- Brigitte Pare, Manager, CRM Administration, EXFO

Challenge

EXFO's continued growth and success depends on the quick response and shared knowledge of its service agents, and on the highest satisfaction of its customers. In order to deliver valuable interactions with each customer case, EXFO relies on 50 highly skilled support agents located across 25 countries in different time zones, working in a complex environment, managing and keeping up to date with multiple product lines that are constantly evolving.

Brigitte Paré is the manager overseeing EXFO's CRM administration team and was tasked with unifying the infrastructure available across the agent network, allowing them to share their case knowledge collectively to improve customer satisfaction. But as the company grew, the support team was challenged to deliver an ultra-high quality of service with a growing user base. "This is a challenge for every growing company," said Paré. "You have to think strategically about how to maintain a high level of customer satisfaction."



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Business Goals:



- ► Increase customer satisfaction through more contextually relevant, valuable interactions
- Improve case efficiency and reduce time-to-resolution
- ► Refine customer support metrics to improve agent productivity

Ensuring this became especially important when relevant customer information was not located in a centralized format. As the support team grew, along with the customer base and product portfolio, it became especially important to consolidate all relevant contextual knowledge in a unified knowledge environment.

The key knowledge base of EXFO was shifted to Salesforce, which is used heavily by EXFO's sales, marketing, manufacturing, and support & services teams. "As soon as our agents arrive in the office, they're connected to Salesforce until the moment they leave for the day," said Paré. But as the company continued to populate relevant knowledge

inside of Salesforce, Paré believed she had pushed Salesforce to its boundaries. Specifically, the existing search functionality inside of Salesforce had its limitations in the types of information presented when an employee searches for a case. When an agent populates Salesforce with notes, or PDFs, those oftentimes important results can become difficult to find. The end result was a growing efficiency challenge for the EXFO support team.

Selection and Implementation

Utilizing highly relevant and important customer information within the Salesforce Service Cloud is key. But it's when the collective knowledge is correlated and shared that organizations can truly increase customer satisfaction and improve case efficiency. This becomes a key differentiator for companies in highly competitive, knowledge-intensive industries and precisely why EXFO chose Coveo.

Paré knew she needed to add a new tool to streamline search within Salesforce to access the entire view of populated information. She decided to look at search options, as part of a pilot program across many of EXFO's expert agents. "When we decided to use Coveo, it was exactly the right time," said Paré. "We were facing new challenges and needed to make sure we were using only the best tools and systems."

As the Coveo implementation progressed, Paré felt comfortable with Coveo's comprehension of EXFO's needs throughout the process. "From our first meeting, we could see the expertise of the team and feel the spirit of the company," said Paré. "We were open to working with very talented people and want to be challenged by experts. In our highly competitive environment, we need great collaborators like Coveo who understand our challenges and can help take our business to the next level."



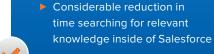
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Results at a Glance:





- ▶ Reduction in case resolution time, projected between 5 and 10 percent
- ► Higher degree of agent and customer satisfaction

Results

Since the Coveo implementation began, EXFO's global expert base has begun to share knowledge in a more efficient and expedited manner. This has led to EXFO's ability to increase customer satisfaction and improve case response times.

"Before using Coveo, we weren't able to have all of the information we needed together in the Salesforce platform in a guick and easy view," said Paré. "Now, we can find everything related to a particular topic, which is so much more efficient for our agents."

Paré has received direct feedback from the agents about the value of Coveo in which the users are saying they feel encouraged to go one step further, to use it to respond to cases more strategically. "I can see that they are proud about increasing and sharing their knowledge," said Paré.

Paré believes that more Coveo users will lead to happier customers and agents. "The satisfaction of our agents is very important to us," said Paré. "When you work in troubleshooting, you are happy when your clients are happy. So when you have a tool like Coveo, which allows you to stop searching for information and spend more time with your customers, it makes you feel good to know you're providing a high value service."

Next Steps

After successfully allowing EXFO's subject matter experts to utilize Coveo, their positive feedback is prompting a much broader rollout across the company's support agent base.



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