



CASE STUDY

Automated Business Operations, Quicken Case Resolution with 'Cases' and Jira Integration

HIGHLIGHTS



Automated the Case Resolution Process



Reduced Average Case Resolution Time



More Satisfied Customers and Employees



Better Customer Engagement and Experience

The Customer

A Software as a Service (SaaS) provider based out of New South Wales, Australia. The customer is a leading provider of integrated HR and payroll software solutions across the Asia-Pacific region. With its business operations spread across 30+ nations in the area, the company enjoys a clientele of over 1500 global brands across different industries. Valued at over \$100 million, the customer has been in the business for more than four decades and has served more than 1.3 million customer employees.

The Context

The customer had their customer community hosted on Salesforce, and they were using Salesforce Service Cloud to manage service/support related operations. For operations like issue tracking and project management, their teams were using Jira. But they were facing crucial issues with delayed resolutions to the customer cases. Also, their team members were facing challenges like siloed interactions and poor collaboration.

The Objective

Upon introspecting, the customer concluded that the manual effort of managing day-to-day tasks was a critical challenge. So, the customer decided to automate the manual effort involved in the process of cases and Jira management. They were looking for a solution and finally decided to integrate their Salesforce and Jira.

The Solution

Firstly, it is imperative to understand the process of cases and Jira management that was there in place before introducing Sinergify. So, here's how it goes:

- A case is logged in the customer's Salesforce Service Cloud instance via different means like via customer community, email, etc.
- Once a case is logged, a Jira ticket needs to be created for its operations team to start working on it.
- There could be multiple Jira tickets associated with a single case. Upon resolving those Jira tickets, their operations team members needed to notify the case owner. And once all the associated Jira tickets are resolved, both the customer and case owner are to be informed.

Note: The catch here is that from separately creating and logging a Jira ticket from a case to manually sending emails to case owners and the customers, their team members had to do everything manually.

The manual efforts involved in the process were leading to delays in providing resolution to the cases; thus, impacting the experience of their customers.

Then Sinergify comes into the picture. Per the objective of the customer, our product experts installed and configured Sinergify in their Salesforce Org. Then, our Salesforce and Jira experts introduced specific automation in their systems.

Their team members were now able to do the following:

Create Jira tickets right from Salesforce.

Link a case to existing Jira tickets or vice versa right from Salesforce.

Auto-notify (via an email) the case owners when:

- A comment is added on a Jira ticket.
- The status of a Jira ticket is changed.

Auto-notify (via an email) the case owner and the customer when:

- A Jira ticket is closed.
- All Jira tickets associated with a case are closed.

Auto-close a case when all the related Jira tickets are closed.

Map all the case updates to their customer community so that the customers can view it on the community.

The Outcome

After Sinergify, the customer witnessed a significant improvement in their employees' productivity. Thanks to the automated workflows that Sinergify empowered their employees with.

Improved employee productivity automatically reflected in improved quality of engagement with customers and improved average case resolution time. Thus, enhancing their service quality and leading to happy, satisfied customers. The churn amongst their employees also reduced significantly.

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