

MANAGING SERVICES TO CREATE A BETTER CUSTOMER EXPERIENCE


Build

Manage

Launch

Executive Summary

When a software and services company with over a billion dollars in revenues found that their customers were not being served in the way they needed, they spent over a year searching for a solution before finding WorkRails. WorkRails was the only platform designed to address exactly the challenges they were facing and had the flexibility to do even more. Read on to learn how our deployment helped this client's business.

The Challenge

There were two main issues that the company was dealing with in regards to their services offering. First off, they had a large portfolio of services, with many more being added. The process for creating and managing their services portfolio was handled by "legacy, disjointed systems and paper based assets" Second, their inability to offer their customers easily accessible digital channels, as they have grown to expect in our on-demand economy, was impacting their customer's experience.

The Solution

With the WorkRails platform, the client streamlined their entire services lifecycle, increasing efficiency and decreasing time to market. They also created a single source of truth for their entire portfolio. Using the catalog technology, they were able to create success paths to guide customers to the right offering, while gathering valuable intelligence on customer behavior.

The Results

- Smoother internal processes
 - Single source of truth
 - Fewer systems, spreadsheets, and paper
- Empowered sales team
- Tools to capture customer demand
- Better customer experience

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WorkRails helped us bring offers to market faster, drive customer demand through a digital catalog and help with continual service improvement / change management.

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