

THE QUALTRICS-SALESFORCE INTEGRATION FOR ECOMMERCE



About the Client

The Client expertise is in 'Online personal stylist' for fashion. Their services allow users to complete a questionnaire and a team of stylists then handpick a box of clothes which are delivered free of charge.



Business Needs

The Client's requirement was to sync Salesforce with Oracle based Order management system. Challenge was to build a solution to resolve the case within a specified timeline by the CC representatives before it escalates to the next level in the Escalation matrix.



Solution

- Configured Salesforce for Person Account management, Order, and Case management
- Built custom web service for syncing Salesforce data with Oracle and vice-versa using MuleSoft
- Configured the salesforce entitlements and milestones for case management to define the timeline and escalation rules
- Integrated Qualtrics with Salesforce to get the Case-Close survey from the customers spread across the globe in their own language and also to get their feedback about the product.

The client is handling the case management with Salesforce very effectively and now able to maintain the data in two different systems.