

■ CriticalRiver Streamlines Return Materials Authorization Process Using Salesforce Communities

A high-tech manufacturer was processing Return Material Authorizations (RMAs) using an outdated Java-based application. The company turned to CriticalRiver to develop an automated solution that would streamline the process and provide customers with a better experience.

Solution

After a thorough evaluation of the system requirements and solution alternatives, CriticalRiver determined that automating the company's RMA process using Salesforce Communities would be the ideal solution. As part of the solution, CriticalRiver:

- Configured Salesforce Communities to provide customers and partners with the ability to submit and monitor RMAs
- Leveraged an innovative real-time integration solution using OData and Informatica Cloud to seamlessly integrate data with Oracle EBS
- Standardized and automated a complex 3-level approval process
- Cleaned and migrated legacy data
- Prepared end-user documentation, delivered training, and provided two months post-implementation support

Benefits/Results

- Manual processes eliminated
- Much more timely and accurate processing of RMA's
- Real-time company and customer visibility into status of RMAs
- Significant time and cost savings for company's RMA and operations teams
- Greater system flexibility, making it easier to implement process changes, add users, change approval flows, etc.
- Significantly better reporting and analytics capabilities
- Mobile and browser compatibility enabling broader system access for users

Customer is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products. The company's microcontrollers, wireless and USB-based connectivity solutions, analog ICs, and reliable, high-performance memories help engineers design differentiated products and get them to market first.

High-tech Manufacturing Company

Industry: High Technology

Solution Components:

- Salesforce Communities
- Salesforce Lightning Connect (OData)
- Informatica Cloud

Customer Feedback:

"The result has been a timely and effective implementation that has moved us closer to consolidating our customer engagement processes, thereby improving our customers' experience."

