

True Client Partnership: Stepping in to Help Overcome a Massive CRM Outage

Industry

Major Appliance Manufacturing/
Home Appliances

Revenue

\$12B

Number of Employees

48,000

Jobs Dispatched Annually

4 million

Client Background

The 100-plus year-old multinational corporation engages in the manufacturing of home and professional appliances. Its global operations span Europe, North America, Latin America, Asia-Pacific, Middle East and Africa.

ServicePower Products

[ServiceDispatch](#)

[ServiceClaims](#)

The Problem

A leading global major appliance manufacturing company and ServicePower client was in critical need when its Customer Relationship Management (CRM) system, used as a front-end solution to dispatch calls for servicing customers, experienced a severe outage. The CRM outage rendered over 500 call center agents unable to perform their duties, and with the system down, the agents were sent home with no way to book appointments or dispatch calls.

Identifying a Strategy

Because of a history of ServicePower's responsiveness, the company turned to ServicePower, rather than its CRM vendor, for quick assistance. An emergency call was requested to discuss options for overcoming the outage and allowing dispatch calls to continue.

ServicePower immediately pulled together a team of senior executives, product, and support leaders to join the emergency meeting to strategize a fast-acting solution. An action plan was determined and ServicePower instituted ongoing communication with the company's key stakeholders and leadership, and consensus was reached to implement the plan.

Implementing the Solution

The team decided ServicePower would modify its call center app and roll out the change to the agents.

Within 48 hours, the modified app was available to call center agents, who confirmed the fix worked properly.

The Results

Over the course of the one-week CRM outage, ServicePower's solution enabled the business to run as usual and for approximately 4,000 calls to be completed.

ServicePower prides itself on being a true partner to its clients. The team stepped in to quickly identify and implement a workaround, which was critical to significantly minimizing the outage from what it would have been. With ServicePower's assistance, the client was able to avoid costly financial implications, ensure customer satisfaction remained high, and make minimal impact on operational efficiencies.

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