

Brooke

Customer enquiry form

How Brooke supported a regulatory organisation through the first phase of their digital transformation.



How our client upgraded their customer interface and improved responsiveness through their Salesforce CRM implementation.

The Problem

Our client is the regulator of a key profession for the Victorian Government. They needed to update their online customer enquiry form to improve the experience for their customers by:

- ▶ Providing faster enquiry resolution;
- ▶ Removing manual inefficiencies;
- ▶ Providing the ability to auto-route enquiries to specific teams or roles; and
- ▶ Enabling more accurate and timely tracking and reporting of enquiries.

Thinking Differently

After developing the proof of concept with the client, Brooke configured the Salesforce platform to deliver the upgraded web form and knowledge base to deflect enquiries for the customer, whilst providing the enquiries team with the streamlined response processes and enhanced reporting abilities.



We collaborated with the client to deliver the solution within a tight time frame, ensuring effective integration between the client's customer databases and Salesforce using MuleSoft to deliver a seamless solution. The enquiries team now have access to the right information at the right time, and are enjoying their new workflow-driven enquiry process.

Salesforce Products Implemented

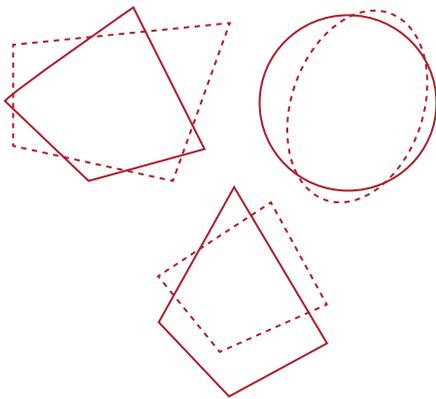
- ▶ Service Cloud
- ▶ Experience Cloud

Meaningful Results

- ▶ Increased speed and efficiencies dealing with and resolving enquiries
- ▶ Optimised analytics and reporting
- ▶ Compliance with relevant policies and regulations, particularly privacy and data security

Why Brooke?

How we are different:



We're very good at **defining and designing** different shapes for organisations to be in, but also with a **very realistic view** of what it'll take to get there.

We help with:



Organisations who need to **clarify and align** around which challenges they need to fix, and in what order.



Companies who need to **rapidly achieve meaningful change**.



Businesses that are looking to get **more value out of their digital investments and opportunities**.

Rapid Transformation | Meaningful Results

If you want to solve your problem faster then talk to our Account Directors.

