

Brooke

Creating industry best practice staff and customer experiences with Salesforce PSS

Building better complaints management systems using the Salesforce PSS



ENERGY AND WATER
OMBUDSMAN
Victoria Listen Assist Resolve

How the Energy and Water Ombudsman of Victoria modernised their complaints management processes using Salesforce Public Sector Solutions.

The Problem

Brooke's client, the Energy and Water Ombudsman of Victoria (EWOV), resolves complaints about electricity, gas and water companies. EWOV wanted to modernise its complaints management system and enhance the interactions between staff and customers, so it could be assured its team can continue to serve the needs of the community, now and into the future.

The existing complaints management process relied on outdated technology and a number of manual steps that resulted in low staff productivity and high margins for error, and ultimately put their customer satisfaction and dispute resolution processes at risk of failure.

EWOV needed a solution that:

- Minimises the administrative burden on staff and increases efficiency and effectiveness;
- Supports the EWOV team to deliver leading, industry-standard best practice customer service support to their customers by communicating timely, relevant information regarding the status of an enquiry;
- Is accessible to customers from multiple entry points (e.g. via web form, email, phone enquiries) and automates the creation of a case;
- Has information readily available for staff to assist customers (instead of having to search);
- Captures, shares and evolves the corporate knowledge in a centralised, accessible way;
- Provides a real time view of operational metrics;
- Is flexible to meet demand as required, delivering the capability EWOV needs today while embarking on a new technology roadmap for the future of EWOV; and
- Increases staff satisfaction and engagement.



Thinking Differently

EWOV needed an implementation partner that would truly collaborate with its team to understand the organisation's context and the customers it serves, to build a solution that was configured appropriately to serve the needs of customers and staff. It needed to take into consideration a broader technology roadmap, and build capability in the organisation without compromising on the business outcomes the organisation needed from a new CRM platform.

Using Brooke's 6D problem-solving methodology and an agile program approach, Brooke and EWOV collaborated over a 15 week engagement to design and build the Salesforce PSS CRM to deliver the complaints management system.

Utilising the new Public Sector Solutions (PSS) functionality, Brooke were able to rapidly develop a solution that enhanced and streamlined existing EWOV business processes.

By using the Omnistudio functionality (part of PSS) Brooke were able to develop key modules of the system up to 50% faster than using traditional Salesforce development methods.

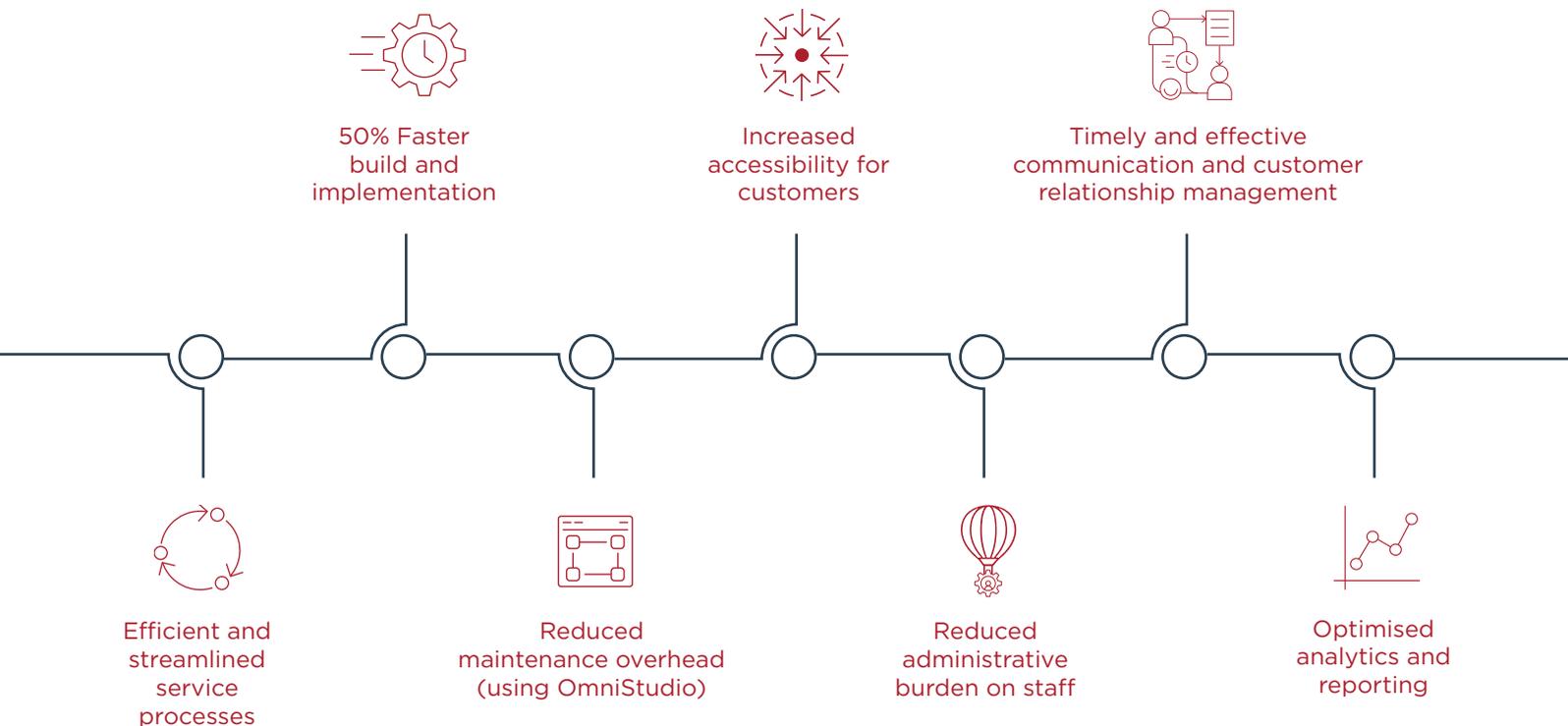
Doing Differently

EWOV is now providing both customers and staff with an enhanced experience using the Salesforce PSS CRM. It is well positioned to continue to deliver leading industry customer service outcomes and enjoy increased staff efficiency and satisfaction as it continues its digital transformation journey.

Products Implemented:

- Salesforce Public Sector Solutions

Meaningful Results



Rapid Transformation | Meaningful Results

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

