DB SCHENKER

Driving cutting-edge innovations in global logistics and supply chain management, DB Schenker offers exceptional value-added services to an extensive network of customers across the globe. As a subsidiary of the German rail operator Deutsche Bahn AG, DB Schenker provides high-quality freight solutions by Land, Ocean, and Air for thousands of customers.

PRODUCT:	INDUSTRY:	REGION:
Service Creatio	Logistics & Supply Chain	Global

CHALLENGE:

Prior to implementation of Creatio, DB Schenker's Customer Service representatives used Outlook for service request management. At that time, business process visibility and employee performance monitoring weren't sufficient enough.

The complexity of case management process hampered customer center productivity and negatively affected customer service quality. Consequently, DB Schenker started looking for smart software solutions to advance its processes and services.

DB Schenker's requirements:

- Accelerate case management lifecycle and automate service request processes
- Ensure operational transparency within customer service department Improve interdepartmental communications
- Improve employee efficiency using Lean Methodology
- Manage and configure a wide range of analytics about customers and service teams

SOLUTION:

- Consolidated data ensuring utmost visibility of all customer center processes and employee productivity
- Effective case management tool with the ability to auto-assign tasks to the respective account owner
- Business process engine to provide customized solutions, such as automatically sending notifications to managers about case status and progress
- Capability to carry out cross-departmental automatic email communication, requesting additional data from other departments for cases when more information is needed to effectively solve them
- Customized action dashboards guiding customer service managers through the next best steps to take based on the type of request or service for unification of customer ommunication processes
- NPS tool along with a configured process of sending customer feedback emails to specific customers for service quality evaluation

BUSINESS OUTCOMES:

30% reduction in time spent researching information about customers

Average customer waiting time on the phone reduced **to 10 seconds** and total request handling time reduced **to 90 seconds**

100% of reports automized

Negative Customer feedback **decreased to 2%**

With the help of Creatio, DB Schenker was able to improve its customer service operations and transform the way the company provided customer service. Having a unified data environment, automated customer service processes, and better customer engagement, DB Schenker became one step ahead of its competitors and don't plan to stop with providing best solutions for Logistics Market.

ACCELERATE