starrdata

LUCID IMAGINATION CUSTOMER SUCCESS STORY

COMPANY
Lucid Imagination

INDUSTRY
Software

OBJECTIVE
Implement Salesforce for their support team and launch a Partner Community.

WHY
Lucid needed to track their support offerings better than what their prior manual processes were allowing for, as well as provide customizable Service Level Agreements (SLA's) for the different support options they offer. Additionally, they wanted a better way of sharing information with their partners.

TECHNOLOGIES & SERVICES USED

salesforce **sales cloud**

salesforce **community cloud**

StarrData's Salesforce Implementation

BEFORE

Due to the use of manual notepads and spreadsheets, Lucid only had a basic understanding of the time and tasks spent on support issues. This lack of data and disparate information made it nearly impossible to address and service customer cases in a timely manner.

Lucid was also dedicating an extraordinary amount of time and effort to unauthorized customers since the company lacked an easy way to match support requests with support contracts.

Partners lacked the ability to gain insight into Lucid's business processes and account information making it more challenging for them to deliver in their partner role.

AFTER

StarrData built custom objects, workflows, formulas fields, master/detail relationships, and validation rules that enabled Lucid to set up a high-level support model that their support engineers in the US and overseas now use.

When a support request comes in from an unauthorized contact or an account that does not have a support contract, that request is now appropriately routed to either the authorized contact or to sales as an additional revenue opportunity.

Lastly, with increased visibility into the support process, Lucid easily tracks the time spent on each support issue and quickly analyzes that data to find common questions. This allows for better updates in future releases by providing case feedback to the programming or consulting team.

Partners have access to a Partner Community with insight into Lucid's account and business processes. Both Lucid and its partners were trained on the new functionality.

Overall, with the help StarrData, Lucid was able to increase revenue, lower support costs and decrease case resolution time while providing an exceptional customer experience.

☑ RESULTS

- SLA's can be customized to the customer's needs with the framework in place through record types, workflow, and validation rules.
- Data integrity and organization is maintained throughout the entire support process.
- Lucid is no longer providing support to customers that are not authorized or lacking a support contract.
- Revenue has been increased through the sale of additional and upgraded support contracts.
- With custom reports and dashboards, Lucid is now able to see when customers are close to running out of support and can proactively contact them to avoid any service interruptions.
- By adding the Partner Community, Lucid can provide access to their partners and provide a higher level of service.