

Success story

Ecommerce Trading Company

Quality
automation for
multiple
departments

dismac[®]

Development of Applications and Integration in Platform and Cloud Service from Salesforce

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To improve the efficiency of
customer service on the digital
platform



Corporate Challenge

After more than 30 years of best quality service, Dismac positioned itself as one of the most trusted brands for home improvement. In its interest to exponentially grow operation efficiency and technological innovation hand in hand, performance measuring was required for the following departments:

- Sales
- Shipping
- Technical Service
- E-commerce

Integrate your telephony system with Salesforce by using NPS for a more efficient customer experience.



What SMX Services & Consulting Inc. Did

Developed and implemented surveys in the Salesforce Platform and Cloud Service to obtain statistically relevant results that allow measurement of multiple service personnel metrics. Also, implemented integration of the telephony system with the service provider.



Measures of effective quality service were generated and used to evaluate the performance of specific service areas, helping to ensure that corrective decisions were made at the process or personal level and increasing control in operational management.

Simplifying the telephone channel through CTI integration with Service Cloud helps Dismac anticipate its customers' needs instead of having to react to them using technology.

Technology is the key to all these changes.

"Supporting Digital Transformation"