



Case Study



BACKGROUND

Straumann is headquartered in Switzerland and a global leader in the field of dental implants as well as restorative and regenerative dentistry. With market shares of approximately 24%, the company is the largest provider of dental implants worldwide. Straumann Group employs about 6,000 employees, with services and products sold in more than 100 countries.

CHALLENGE

Digital Customer Support representatives should be able to quickly process customer enquiries or forward them to the appropriate colleagues. In addition, the status of the enquiry had to be quickly visible and the progress of processing had to be traceable at all times. Previously, several tools were used for this purpose, making centralized and joint processing difficult.

Customer inquiries are forwarded or escalated in the form of tickets so that the status is always available. By defining and monitoring Service Level Agreements (SLAs), the processing progress is documented in a comprehensible manner. Mail integration provides customers with a further channel for contacting customer service staff and simplifies communication during the processing process at the same time.

HOW ECENTA HELPED

ECENTA implemented a central ticket management based on SAP Service Cloud in only 10 weeks. Through the integration of customer and contact master data from SAP CRM, up-to-date customer data is always available.

CLIENT

Institut Straumann AG

SCOPE

Implementation and integration

PRODUCTS

SAP Service Cloud





RESULTS

By using the SAP Service Cloud, customer service processes could be automated and accelerated. Process quality and customer satisfaction could be increased significantly. The results of the new ticket management in the pilot countries Germany and BeNeLux were so convincing that the global rollout to all service areas with a final expansion to over 800 employees is now planned.

RESULTS

- 25 Digital Customer Support users
- Ticket management with automated processes
- Accelerated processes
- Higher customer satisfaction

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