



Case Study



BACKGROUND

Kennametal is a worldwide supplier of tooling and industrial materials for the aerospace, earthworks, energy, engineering and transportation industries. The company innovates in materials science, tooling and wear-resistant solutions, employing approximately 10,000 people globally with customers in more than 60 countries.

CHALLENGE

Kennametal began a diversified call center implementation with Interactive Intelligence's Customer Interaction Center. The existing CRM customizations had to be migrated and optimized, and the CTI integration was not yet implemented. Primary needs included optimization of the Customer 360, configuration of the Interaction Center, and CTI integration to display the call information in a brand specific manner. ECENTA was selected based on previous experience with this integration.

HOW ECENTA HELPED

The proposed solution included extending the current implementation of the CRM Interaction Center and bringing in functionality and features that were currently used outside of the IC. This included a custom Customer 360 view as well as Account and Contact Management and Complaint Management. The Customer 360 was redesigned to work well with the IC framework. In addition the telephony integration between ININ CIC and CRM IC was configured to ensure that agents had screen pops with appropriate data when customers called in.

CLIENT

Kennametal

SCOPE

SAP CRM customization and interactive intelligences customer interaction center

PRODUCTS

SAP CRM





PROJECT OUTCOME

With ECENTA's implementation expertise of SAP CRM IC and CTI integrations, Kennametal successfully deployed the solution in just four months. The interaction center was deployed to multiple locations servicing incoming calls for both sales and service for multiple brands. There was enough time leftover from implementation to lay the groundwork for additional CTI channels and test their feasibility.

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RESULTS

- Delivered improvements to Customer 360
- Integrated CTI with CRM
- Delivered 80+ call center agents the first major roll out in North America
- Improved call handling times enabled by CTI
- Helped deliver better customer knowledge and data
- Delivered project in four months