

CASE STUDY

CONSUMER RELATIONSHIP TRANSFORMATION AND LIGHTNING UPGRADE FOR PEDIATRIC NUTRITION LEADER

Client Background

Our client is a global leader in pediatric nutrition that develops, manufactures, markets and distributes more than 70 products in over 50 markets worldwide. The company's mission is to nourish the world's children for the best start in life. Our client has been associated with science-based pediatric nutrition products for over 110 years.

Following the acquisition of our client by a leading global health, hygiene and home company, both are running independent global functions for consumer relations focused on product inquiry and quality/complaint management.

Business Challenge

Our client consulted SoftServe for a consumer relationship transformation. The goal was to assess whether it was possible to implement a digitized To-Be process based on a Salesforce platform for all its entities worldwide. Additionally, a Lightning upgrade sought to upgrade existing Salesforce instances to a new Lightning framework to provide improved UI/UX and develop new features.

Project Description

As part of our client's consumer relationship transformation, SoftServe helped our client:

- Enable system capabilities that support the end to end consumer relations operation
- Extend full channel engagement with consumers to include WebChat, social channels, rating and review, self-serve knowledge base, chatbots, and messaging platforms
- Use technology (NLP, AI and intelligent guided activities) to reduce agent effort in non-value add/routine activities

For the the Lightning upgrade, SoftServe worked with our client to:

- Upgrade existing standard and customized functionalities
- Simplify and optimize the usage of objects, record types, layouts, and fields
- Improve User Experience
- Increase agents' efficiency and productivity by reducing the amount of work they have to perform during the case lifecycle
- Identify areas for business process improvement

During the onsite Discovery phase, SoftServe together with the client defined and scoped the Lightning upgrade roadmap which comprised:

- Defining, analyzing and estimating functionality for the upgrade (Pages, Layouts, Tabs, List views, components, workflow automation)
- Prioritizing the order of new features to be implemented
- Determining required team structure for next implementation and costs
- Assessing risks and improvements

Value Delivered

SoftServe assessed our client's business solution and proposed and implementation plan. Additionally, a roadmap and backlog for the Lightning upgrade project was developed and presented.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is are built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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