

# CASE STUDY

## Berkshire Hathaway Company



BACKGROUND

CHALLENGE

SOLUTION

### Background

Our client is a Berkshire Hathaway company with annual turnover of over USD 1 Billion. They have multiple manufacturing plants and have over 500 dealerships across the United States. They have Technical & Customer service team in every manufacturing plant.

### Challenge

The customer service & technical department located in each manufacturing plant was not using any system to track the service requests from their dealers. Due to a lack of a centralised system, their dealers were sending in emails and calling individuals within the two departments. At times they were also calling telephone numbers and email addresses which were not in use. The department heads were unable to track the status of the dealer requests. The department heads were looking for a system to standardize all workflow and manage distribution of work with a view of increasing customer service.

### Solution

We defined & identified 18 different processes (the reasons why the dealers would be calling). We then built & customised a Zoho vertical CRM with all the fields and modules to capture the 18 different processes. This CRM was also designed to be used as the Dealer database. We then integrated Zoho vertical projects and built all the workflows as Projects. This would enable the department heads to track resource utilisation and allocate work evenly across the teams and track the time spent for every dealer requests. We also integrated Twilio telephony system. This would enable the dealer to call a centralised number, which would evenly distribute calls to available representatives. We also built a dashboard which would give real time statistics to the management team. We then scheduled automatic reports for the department heads and management team.

ZOHO CRM ZOHO People ZOHO Projects ZOHO Finance

