



Case Study | Lucid Imagination

Industry: Technology

Location: Silicon Valley, CA

Project: Salesforce Implementation

Company Overview

Lucid Imagination is a leading open source search software provider based in Silicon Valley. Their clients are predominately Fortune 500 companies. Lucid had effectively implemented Salesforce for their sales team and was looking to find the same type of success in implementing it within their customer support team.

The Problem

Lucid wanted to track their support offerings better than their notepads and spreadsheets would allow. They wanted customizable Service Level Agreements (SLA's) for the different support options offered and a way to further customize the SLA's, depending on the customer.

How We Helped

With the flexible options that StarrForce offers, we came to the agreement that Lucid's needs would be best met by having our senior engineer meet with their service manager onsite for a couple of days. This allowed us to whiteboard the support process alongside them and gain an understanding of their processes and their goals for the project.

StarrForce built custom objects, workflows, formulas fields, master/detail relationships, and validation rules that enabled Lucid to set up a "Follow-the-Sun" support model that their support engineers in the US and overseas now use.

Partner Portal

In addition to upgrading their service capability, Lucid also wanted to add a Partner Portal. The Partner Portal gives Lucid's business partners access to Lucid's Salesforce accounts, giving the partners insight to Lucid's business processes. Once the Partner Portal was set up, StarrForce trained Lucid on partner management, as well as trained Lucid's partners on how to use the Partner Portal.

Results

- **SLA's can be customized to the customer's needs** with the framework in place through record types, workflow and validation rules. Data integrity is maintained through the whole support process.
- **No longer is Lucid providing support to customers that are not authorized.** When a support request comes in from an unauthorized contact or an account that does not have a support contract, that request is now routed properly to either the authorized contact or to support sales to increase revenue.
- With **custom reports and dashboards**, Lucid is now **able to see when customers are getting close to running out of support** and can proactively keep the customer satisfied without interruptions.
- Before partnering with StarrForce, Lucid only had a basic understanding of the time spent on support issues by customer. Now, with **increased visibility into the support process**, Lucid **can easily track the time**

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spent on each support issue and quickly analyze that data to find common issues. This allows for better updates in future releases by providing case feedback to the programming or consulting team.

- By adding the **Partner Portal**, Lucid is able to **give access to their partners** and **provide better business service.**
- Overall, with the help StarrForce, **Lucid was able to increase revenue, lower support costs and decrease case resolution time while providing an exceptional customer experience.**

Want to see these kinds of results for yourself? Give us a call today at (888) 391-4493 x101. We're here to make Salesforce work for you.

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