



Global manufacturer modernizes dealer technical assistance with Pega

- **Orphaned legacy dealer support system was impossible to upgrade**
- **New, automated caller verification cuts ticket handling time**
- **Rapid prototyping speeds feature rollout to new groups**

The business issue

For 15 years, this global manufacturer of agricultural and construction equipment struggled with a dealer technical assistance platform that had been orphaned when the developer went bankrupt. Maintaining the source code was all the company could do. It couldn't expand capabilities, overhaul the interface, or adapt to multiple channels. And adding a mobile solution was out of the question.

In other words, the dealer support platform was stuck in the 90's.

The solution

Pega Platform™ represented an agile approach to the dealer technical support solution.

Pega's Customer Contact Management System (CCMS) allows the manufacturer's call center agents to enter tickets for tracking each incoming call. The workflow is simple: gather contact information and dealership affiliation; log product details (linked to a product database); and enter the details of any problems. Agents add relevant attachments right to tickets.

Dealers now create support inquiries about issues encountered by technicians in their service department. Level 2 support representatives review cases and route to appropriate subject matter experts for analysis and resolution.

With this streamlined, agile platform, delays due to misinformation and misrouted calls no longer plague dealer support.

“

This is as close to a home run as we could ever expect with IT.

Business owner,
Dealer Technical Assistance,
Global Manufacturer

The results

This manufacturer's customer contact management system, built on the Pega Platform™, transforms the way it supports its dealers. Accurate, pertinent, technical and dealer data is instantly available, eliminating the call-back loop that plagued the previous system. Benefits include:

- **Contact system integration drastically improves call handling**
- **Rapid roll out of solutions for parts inquiries, service calls, and product activations**
- **Mobile off-line capability allows dealers in remote locations to enter cases from the field (literally)**