



Associated Grocers of New England Improving Customer Response Time With SAP Service Cloud.

Introduction

Associated Grocers of New England, Inc., the largest retailer-owned, wholesale grocery Distribution Center in New England, faced challenges in managing customer support and field sales queries. To enhance their customer service operations, they decided to implement SAP Service Cloud.

Background

Founded in 1946, AGNE has evolved into a key resource for Independent Retailers, offering products, programs, services, and solutions. However, their reliance on manual processes and a legacy ERP system for customer support was becoming increasingly inefficient.

AGNE aimed to:

- Modernize their customer service operations.
- Improve response times and call handling efficiency.
- Enhance overall customer satisfaction.

Solution Strategy

After evaluating various CRM applications, AGNE chose SAP Service Cloud and partnered with ASAR Digital for its implementation. ASAR's Cheetah Rapid Deployment Package was selected to integrate SAP Service Cloud with AGNE's legacy ERP and CTI system swiftly.

Key SAP Service Cloud Features Implemented

- Account and Contact Management: Centralizing customer information.
- Ticket Management: Streamlining the handling of customer inquiries.
- Email Integration for Ticket Creation: Automating ticket creation from customer emails.
- CTI Integration: Identifying customers quickly during calls.
- Ticket Routing and Escalation: Ensuring timely handling and escalation of customer issues.
- Service Level Agreements (SLAs): Defining and adhering to service standards.
- Reports and Dashboards: Providing insights into service operations.

Rapid Deployment

- Utilizing ASAR Digital's Cheetah Rapid Deployment Package for a swift 12-week implementation.



Solution

Transition from Legacy Systems

- Ensuring smooth integration with existing ERP and CTI systems.
- Training staff to adapt to the new SAP Service Cloud system.

Improving Response Times

- Implementing efficient ticket management and routing systems.
- Leveraging CTI integration for quicker customer identification and resolution.

Data Centralization

- Centralizing data in SAP Service Cloud for easy access and management.

Results and Benefits

Enhanced Customer Service Efficiency

- Reduced average response time and improved call handling efficiency.

Streamlined Operations

- Automated and streamlined customer service processes.

Improved Customer Satisfaction

- Enhanced capability to address customer inquiries effectively, leading to increased satisfaction.

The Outcome

The implementation of SAP Service Cloud at Associated Grocers of New England, Inc., with the expertise of ASAR Digital, has significantly improved their customer service operations. This transition not only optimized their response times and call handling but also contributed to higher customer satisfaction levels, reinforcing AGNE's commitment to excellent customer service.

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