



## Case Study: Cummins Power Systems.

### Case Study: Customer Relationship Management, Customer Support: Cummins Power Systems

#### Problem Statement:

Being the largest in the industry, Cummins Power had a major problem of handling its customers' complaints. They needed the software for Customer Support. Brilliant offered them CRM with the changes as per their need.

#### Solution:

Brilliant offered Cummins the CRM integrated with Customer Support. In this, the request or complaints filed by customer are collected, numbered and distributed as per their level. The customer support offered by Brilliant has three levels. In first, the customer can find solutions for his problems in FAQs. In second, s/he might need a help, which can be given over a call. In third, the customer might need a technician at his place to solve the problem and if needed to repair or replace the parts. After distributing complaints in these levels, the complaints are given to solve to respective person.

Cummins Power System chose Brilliant for following features:

- Ease-of-use: no special IT training or hardware requirements.
- Reasonable price.
- Ability to use existing material/systems/data.
- Accessible from anywhere, anytime.
- Real time information.
- No repetition of data.
- Reduced human errors.
- Increase in productivity due to efficient utilization of time.
- Decrease in labor cost.

#### Result:

Because this business application included the sorting and numbering of complaints, tracking particular customer or complaint became lesser of the tedious job. It reduced labor and human errors. It also reduced the response time, so increased customer satisfaction. It optimized the system to work efficiently.