



National Decision Support Company (NDSC) has historically provided support for their end-users and electronic health record (EHR) partners via email; however, this wasn't a scalable solution and it was becoming too difficult to manage open support issues. Documentation and release notes were not readily available to customers in a self-service environment.

NDSC needed an easier and more robust way to manage their customer support process to keep up with their high-growth, this included:

- Automating their customer onboarding process.
- Simplifying the customer's ability to open, close and track their cases.
- 24/7 customer access to articles, both self-service support and general knowledge articles.
- The ability to perform trend analysis on case issue drivers; using this information to improve support and service to clients.
- Internal resource tracking, so that they could better manage workloads across customer service representatives.

"We share a vision and passion for improving care delivery through innovative technology and common-sense process improvements."

Michael Mardini, CEO

Overall, the organization needed a single solution that could integrated and optimize all the organization's support processes.

In response to these challenges, NDSC partnered with SMBHD to create a completely unique customer support experience in the EHR space by combining the functionality of both Salesforce's Community and Service clouds.

CUSTOMER

National Decision Support Company
www.nationaldecisionsupport.com
Madison, WI

COMPANY PROFILE

Employees: 100+
Industry: Healthcare & Life Sciences

ABOUT

NDSC's solutions are widely adopted and in use across the entire healthcare provider market. Caregivers trust NDSC CareSelect platform to manage and track the actionable delivery of thousands of evidence-based guidelines. NDSC helps organizations comply with regulatory requirements, benchmark, and reduce variations in care with the goal of improving care, reducing costs, and streamlining communications between providers and payers.

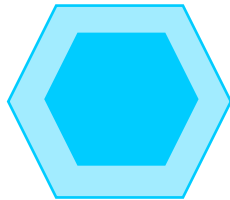
SOLUTION AT A GLANCE

Salesforce Sales Cloud
Salesforce Service Cloud
Salesforce Community Cloud
Salesforce Platform

COMPONENTS

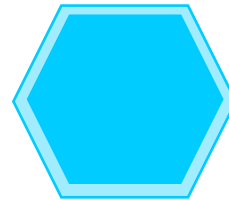
Self-Registration.

The ability to provide both self-service and white glove service for their wide range of client needs. Salesforce provided a single platform to manage all interactions between NDSC's customers and their support team, plus the performance of their self-service portal.



-20%

Reduced cycle time on-boarding
new clients



-15%

Reduced response time to support
cases.

Leveraging Salesforce's highly scalable Community and Service Clouds, SMBHD implemented a custom user interface that provided customers the ability to track all their case history for not only themselves, but for anyone else within the same organization. This included all communication and files associated with a case.

RESULTS

Implemented a Partner Portal for client self-service with a Knowledgebase in addition to a Service Cloud ticketing system. Implemented a custom New user Sign-on that ensures that only valid business email addresses are used by customers. We also activated Chatter in their Service Cloud for easy real-time communication with customers on open cases and we automated the open and close notifications of customer cases for an improved customer experience.

The result is a fully integrated Sales, Service, and Community platforms (360-degree view). Improved productivity due to less manual effort spent during onboarding. Better customer experience via the ability to self-service on cases and knowledge articles and insight into customer activity within the Community.

LEARN MORE: www.smbhd.com • 773.888.7900 • sales@smbhd.com