

# CASE STUDY: RETAIL

Provide Oracle Service Cloud Managed Services for Large Fashion Retailer

## Business Overview

American fashion retailer

Including many well-known flagship brands.

## Business Challenges

Company discovered that they were losing customer touch points from their automated form and incident processing integration. Roughly 6 to 10% of the submitted forms were not making it all the way through to their CRM. Even with the successful form submissions there was not a way to determine which incident was related to which form submission.

## Oracle Solution

- Increased Customer Satisfaction
- Mover toward universal agents
- Decrease average handle time
- Decrease time to train new agents

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