



Turning Listening Into Action

at the World's Largest Manufacturer of Musical Instruments

Then → now

5 years

STEADY CONTACT CENTER IMPROVEMENTS

- Deployed Salesforce to maintain 16 million contacts
- Streamlined processes
- Established hand-off process for social media issues

But more Improvements Needed!

Silos that impeded access to customer-related data

Good-bye, painful hodge-podge!



Contact Center Staff out of the company's social media loop



A Service Desk environment that offered limited viewing of customer data, records and cases



Customers who sometimes experienced delays, and employees who were frustrated



7 weeks

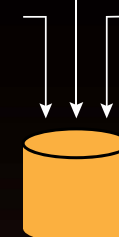
RAPID TRANSFORMATION

Addressed 40 issues and requirements with help from Deloitte, enabling:

- Better customer engagement
- Greater collaboration
- Increased productivity

A single system combining traditional customer and social data profiles

Hello, one consolidated record!



A responsive team using Salesforce Chatter to resolve customer problems faster



A user interface with simplified, automated workflows so reps can see more pertinent data on screen



Happier customers and happier employees



Today

ONE VISION. ONE IMPLEMENTATION.

Yamaha Listens.

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