



“Working with Deloitte, we were able to transform our Contact Center to better serve our customers. And we’ve made our employees happier in the process. Who can beat that?”

– Jeff Hawley, Director of Customer Experience, Yamaha

Engaging customers through social channels: If you’re not listening, you’re missing out.

Jeff Hawley entered the Yamaha Contact Center with a mission. As director of customer experience at “the world’s largest instrument manufacturer,” he knew the company’s Service Desk could perform better.

Some five years ago, Yamaha had deployed Salesforce to maintain its 16 million contacts. More recently, the company had taken steps to improve social interactions with customers, streamline processes and develop procedures for handing off customer issues from social media to customer service. Yet, Hawley still found his team dealing with “a painful hodge-podge of systems and processes” that made collaboration difficult and response times slower than desired.

Rick Williams, manager of customer support, was all too aware of the situation: “It was impossible to get to the next level of customer support under those conditions.”

But staying true to its tagline of “Yamaha listens” meant one thing. The company needed an effective plan of action.

Who could have imagined it would come together so fast?

A Prelude to Better Performance

In fact, assessing the situation was a snap. Leveraging Deloitte’s experience in service effectiveness and contact center optimization, the organization worked quickly to pinpoint problems. Three key areas of concern emerged:

1. Yamaha was not fully using Salesforce service capabilities.
2. The configuration of Yamaha’s customer service system caused delays, eroding the customer experience.
3. Unlike Marketing, which embraced social media, Customer Support was out of the loop. This highlighted the need for a single social media strategy across the entire business.

“Quite simply, If someone comments about us on Facebook or Twitter, and we don’t see it, we look bad,” says Tom Sumner, senior vice president.

Impacts from transformation:

- Greater collaboration
- Increased productivity
- Better customer engagement



**Deloitte and Salesforce.com:
Accelerate Social Transformation
at Yamaha**

www.deloitte.com/us/yamaha



In the end, the joint team identified 40 related issues and requirements that needed to be addressed to transform Yamaha service operations. And during what Sumner describes as a “seven-week intervention,” they implemented a solution to do just that.

Striking the Right Chord with a Detailed Roadmap

Through a systematic approach, Yamaha and Deloitte made critical changes to enhance productivity and the customer experience. This included:

- **Implementing a consolidated “customer social profile”** in Salesforce Service Cloud that blends traditional customer data with data from their social media-based interactions with Yamaha
- **Creating a customer support group in Salesforce Chatter** and integrating it with the Service Desk workflow so that a copy of Chatter feeds can be maintained in related case records
- **Deploying an updated user interface with simplified, automated workflows** so reps can see more information on one screen at their console and have multiple cases and records open at once

“Customers don’t care about channels and process. They just want their questions answered and their issues resolved quickly,” observes Hawley.

So has connecting discrete systems and “socializing” the Contact Center made a positive impact? Absolutely. Since these new capabilities went live, Yamaha has made real progress toward its service and support goals:

- **Greater collaboration:** Salesforce Chatter lets service reps get quick input from their peers to solve customer cases.
- **Increased productivity:** Service Desk reps can perform tasks faster using fewer clicks and less scrolling, and through features such as automated account lookup.
- **Better customer engagement:** One cohesive vision and implementation of social media keeps Marketing and Customer Support in sync with what customers are saying about Yamaha products, services and brand on sites like Facebook and Twitter.

“We’ve embraced and benefited from new processes and technologies that enrich both the customer and employee experience,” confirms Hawley. From all accounts, customers are engaging, and Yamaha is listening.

As used in this document, “Deloitte” means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/ about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.



View and download infographic

www.deloitte.com/us/yamaha

“We’ve embraced and benefited from new processes and technologies that enrich both the customer and employee experience.”

– Jeff Hawley, Director of Customer Experience, Yamaha