

 Cengage

## Customer

Cengage is an educational content, technology, and services company for the higher education, K-12, professional, and library markets. It creates learning experiences that build confidence and momentum toward the future that students want. Cengage's employees reside in nearly 40 countries and its sales are in approximately 165 countries and territories.

### Industry:

Public Sector & Defense



## Challenge

As with every growing company, Cengage has been relying on antiquated legacy systems to run their day-to-day business. Cengage determined that they needed to implement a tool that would give them better insights into their customer's data as well as a messaging platform that could be streamlined, fast, and scalable. Cengage was looking to enable omnichannel communication with their customers.

### Technologies:



## Solution

Eagle Creek was selected for its technical expertise, ease of engagement, and Salesforce knowledge. The solution was built by utilizing the Salesforce Service Cloud and Lightning framework to provide a responsive user interface. Additionally, Eagle Creek built a knowledgebase functionality for customer self-service and Jira integration for streamlined inter-departmental management. Cengage is now able to streamline customer communications, operations and services.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>