

Cengage



Industry:

Higher Education

Technologies:



Eagle Creek at a Glance:

In 1999 Eagle Creek was founded to deliver a technology value proposition that positively impacts



Customer

Cengage is the education and technology company built for learners. The company serves the higher education, K-12, professional, library and workforce training markets worldwide. Cengage creates learning experiences that build confidence and momentum toward the future students want. The company is headquartered in Boston, MA with an office hub in San Francisco. Employees reside in nearly 40 countries with sales in approximately 165 countries and territories around the world. With the technological advances in the Social Media and Digital media, Cengage is on a path of major digital transformation.



Challenge

As with every growing company, Cengage has been relying on antiquated legacy systems to run their day-to-day business. With the digital transformation roadmap, one of the business-critical decisions was to implement a tool that allows Cengage not only to have better insights into their customer's data but also allows a streamlined, fast and consistent messaging platform that is scalable to changing business needs. Cengage was looking to enable omni-channel (Email, Chat, Phone, and Self-Service) communication with their customers.



Solution

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 mid west.

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 was selected for technological expertise, ease of engagement, Salesforce platform knowledge and flexibility model in staffing. The solution is built utilizing the Salesforce Service Cloud that leveraged a Lightning framework to provide a responsive user interface, built a Knowledgebase functionality for customer self-service and Jira integration that allows streamlined inter-departmental management of case escalations. Utilizing the Salesforce product suite, the client has been able to streamline customer communications, operations, and service; this solution has allowed Cengage to take a strong first step in the one-and-done customer service roadmap.