



Industry: Manufacturing

Technology: Native iOS, Salesforce

Country: United States of America

Client Profile:

Founded in 1945, Ashley Furniture Industries is the number 1 furniture manufacturers in the world. Ashley Furniture Industries' in-house designers and engineers react quickly to consumer tastes and have conquered the ability to make style and selection affordable. Talented and ambitious, they travel the world to gain an understanding of the latest trends and discover emerging materials, constructions, and technologies.

Challenges:

Ashley Furniture was using the Store CSR system to offer after-sale services to the customers. But the system lacked cutting-edge features that can streamline customer care executives' tasks to provide world-class after-sales service. Ashley Furniture approached us to revamp their Store CSR system to simplify their after-sale services. In addition, they also asked to develop an eCommerce iPad application for their business.

Solution

Here is a complete list of all the solutions that we offered to Ashley Furniture:

- Using Salesforce technology, developers at KCS built 2 web applications, i.e., Sales Cloud and Service Cloud
- Using the Sales Cloud web application, customers of Ashley Furniture can visit the company's store and buy products in no time
- The Sales Cloud web app will store all the details of the customers like customer name, address, contact details, etc.
- Through the Service Cloud web app, customer care executives can respond to the cases raised by customers having issues on their sales order like received a damaged product or received wrong items, etc.

- With the help of Salesforce, our developers-built APIs that power both of these applications
- Using Salesforce technology, we developed cutting-edge features that help Ashely's customer care executives to provide best-in-class after-sale services
- Using Native iOS, we developed an iPad application that helps Ashely Furniture's customers to purchase items online or within the company's retail store

KCS Approach

Using Salesforce and Native iOS technologies, our developers developed web applications and iPad applications for Ashley Furniture. The Sales Cloud web application helped customers to buy furniture from the company's official retail stores. The APIs developed by our programmers enhanced the overall performance of the web applications. In the Service Cloud web application, our developers added cutting-edge features that helped customer care executives in resolving all of their customers' queries quickly.

Outcomes

- Our solution to build two separate web applications created a huge impact on Ashley Furniture's business
- The company has already rolled out all the apps in their business and are experiencing a lot of positive results
- Using the Sales Cloud web application, customers can easily locate the items with Ashley's retail store
- Customers can also make a purchase with the help of the Sales Cloud web application
- The customer care executives are now able to answer all the customers' queries as soon as possible
- Using iPad application, customers buy Ashely Furniture's products anytime anywhere
- Customers can also visit Ashely Furniture's retail store and make a purchase right from the iPad application

Tech Stack



+91 792 657 9333

info@kcsitglobal.com

www.kcsitglobal.com

Global Offices



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USA



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