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BIESSE GROUP & ATLANTIC TECHNOLOGIES: TRANSFORMING FIELD SERVICE

KEY INSIGHTS:

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Jeremy Rigby, Service Director at Biesse UK

Biesse Group is a global company founded in 1969 specialising in cutting edge woodworking machinery, navigating the challenges of growing into new markets. Rooted in Italy, much like Atlantic Technologies, their 4,200+ employees are dispersed among 39 branches worldwide. Striving for continuous improvement, Biesse Group invests in all elements that support innovation. As the world's leading specialists growing into new markets, Biesse Group has embraced the efficiency, collaboration and measurement opportunities associated with a successful digital transformation.

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Salesforce Field Service Lightning: A seamless end-to-end journey

With the help of Atlantic Technologies, Biesse Group has recently enhanced their Salesforce Sales and Service Cloud by adopting Salesforce Field Service Lightning to help them manage their end-to-end customer communication, seamlessly.

“Having one common tool means it is now easier for everyone to engage with the right information.” Jeremy Rigby, Service Director at Biesse UK

Change Management, Efficiency Improvement and Understanding

Working alongside Atlantic Technologies on the strategic implementation of the Field Service Lightning Mobile App enabled Biesse Group to benefit from an integrated system.

Careful change management and training are integral to the success of any digital transformation, especially when embarking on a worldwide rollout to over 500 users.

Rigby said, “In the UK specifically, we had small-group, face-to-face training of 30 Field Service Technicians and 10 external contractors, meant that the individuals affected by changes could understand how real-time collaboration and information sharing between Field Service Engineers and Planning would directly benefit them. The Field Service Lightning Mobile App also means no paperwork and a faster intervention validation process.”

“Contact Centre efficiency improvement through the email-to-case feature, global search, and related lists has already made finding a customer’s service history far less time-consuming.” Jeremy Rigby, Service Director at Biesse UK

Increased workflow efficiency comes from a more simplified approach. Now that one tool is being used to manage the role of multiple systems, Biesse Groups end-to-end management, search history, and key data metrics have seen immediate improvement.

“For Biesse Group, their agile approach and our understanding of their company structure, specifically the affected departments and key individuals, was integral to the success of their Digital Transformation.” Valerio Noè, CRM Solutions Manager at Atlantic Technologies