



Case Study – Optimizing Customer Service with NetSuite

Background: [Full Circle](#) is the Northwest's leading organic produce delivery service, providing year-round access to local organic, farm-fresh fruits and vegetables and select artisan foods. They deliver your customizable box of seasonal items at the peak of flavor and freshness directly to your doorstep or convenient pick-up spot each week.

One year ago, Full Circle chose NetSuite to replace their existing accounting and CRM systems in an effort to improve efficiencies and accommodate a rapidly growing customer base. For a subscription delivery service of perishable goods, effective customer service is imperative. Customers often and frequently contact Full Circle to request changes to their order or delivery schedule, amongst other things. Rather than discourage communications, Full Circle encourages it, taking the opportunity to build customer engagement.

Issues: With the growth of the business, Full Circle did not have a system in place that would allow them to keep up with customer service demands. Information was spread across multiple systems. Inbound messages from customers were managed in an email system, so tracking case history was time consuming and tedious. Due to timing of deliveries, work queue prioritization was another area of growing concern. Management had limited reporting capabilities and no ability to measure support rep performance.

Solution: By implementing NetSuite's support case management functionality, customer interactions are now handled with a robust set of tools instead of email.



Support cases are created regardless of the method used to submit them - email, phone, or online forms completed on the Full Circle website all route into one case management queue.

Support cases are automatically classified and categorized for better delegation and prioritization. Customer service reps share a single work queue without fear of duplicating efforts.

With NetSuite in place, service reps now have consolidated customer information in one central location. When a customer calls in, the customer service rep can easily view their full case history including previous support cases, order history and many other important details without having to search through email or external systems.

If a support case requires escalation to management, it is done so easily with a simple case update, and the escalated case will immediately appear on the manager's dashboard. The manager can then see the entire exchange history with the customer and resolve the issue very efficiently.



Management now has quick metrics on their dashboards of the number of open cases in total and number of cases open by type, and has the ability to add any data needed to evaluate current state of the overall support operation.

Customer service reports provide management with key metrics on individual customer service reps' performance metrics including number of cases closed, average time to closure and trending of case volume by contact reason, to name a few.

Results: With the growth of the company, customer service would not have been able to keep up the level of personalized service without NetSuite.

The customer service team now has the tools to maintain a personalized customer experience with fewer reps and more efficiency, despite their rapid growth.

Customer service management now has the visibility into the customer queue with more agility to respond to current needs and distribute the workload more efficiently.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 6-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.