



Case Study

Transforming Customer Experience and Operational Efficiency in the Automotive Services and Insurance Industry

The Judge Group upgraded an automotive services and insurance leader's CRM to Salesforce, fixing outdated processes and inefficiencies. By using advanced automation and data analytics, the client was able to improve customer satisfaction and operational efficiency. Judge's Managed Capacity solution ensured timely recruitment and onboarding, saving time and money, leading to fewer defects and more completed tasks, keeping the project on track and ahead of schedule.

THE CHALLENGE

Transforming Customer Service with Cloud-Based CRM

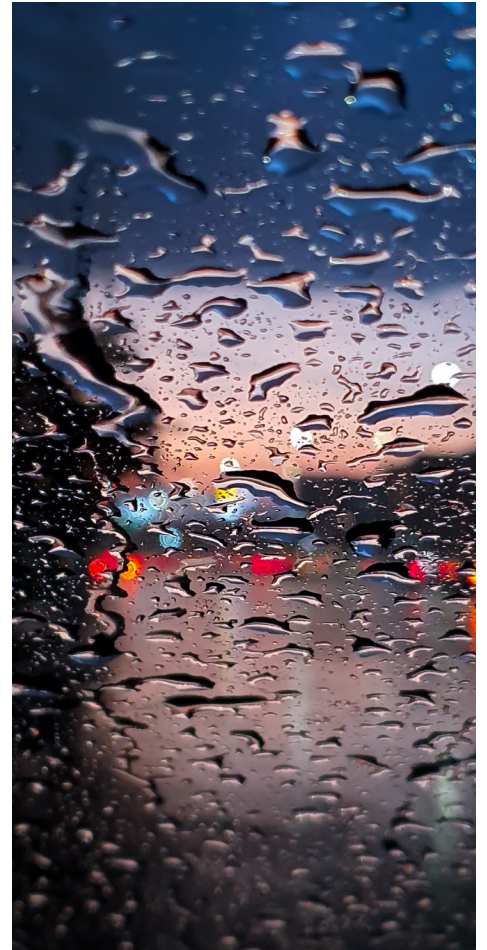
An automotive services and insurance industry leader needed to implement a cloud-based CRM platform across the company to replace its old SV2 application. The company faced issues like outdated customer service processes, inefficient workflows, and lack of integration across service platforms, which led to decreased customer satisfaction and increased costs.

THE SOLUTION

Seamless Salesforce Upgrade & Team Integration

The Judge Group upgraded the client's CRM from their existing legacy to SV2 to Salesforce, a modern and user-friendly system. They streamlined workflows with advanced automation tools and enhanced data analytics for better insights into customer behavior and performance. Judge also provided a Managed Capacity solution (PODs) to build and manage multiple teams, handling the entire interview, technical screening, and onboarding process.

In two weeks, Judge recruited, qualified, and onboarded four teams of Salesforce Service Cloud developers, administrators, and QA Automation specialists. Each team, led by a Judge Team Lead, collaborated with the company's Technical Leads, the Judge Engagement Manager, and Judge Account Manager for oversight and tracking. Through Judge's extensive



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knowledge transfer and Judge consultant ramp-up process our team hit the ground running as a true extension of the client's existing team.

Bi-weekly calls ensured feedback was implemented, and Engagement Managers ensured adherence to KPIs and SLAs throughout the project.

THE RESULT

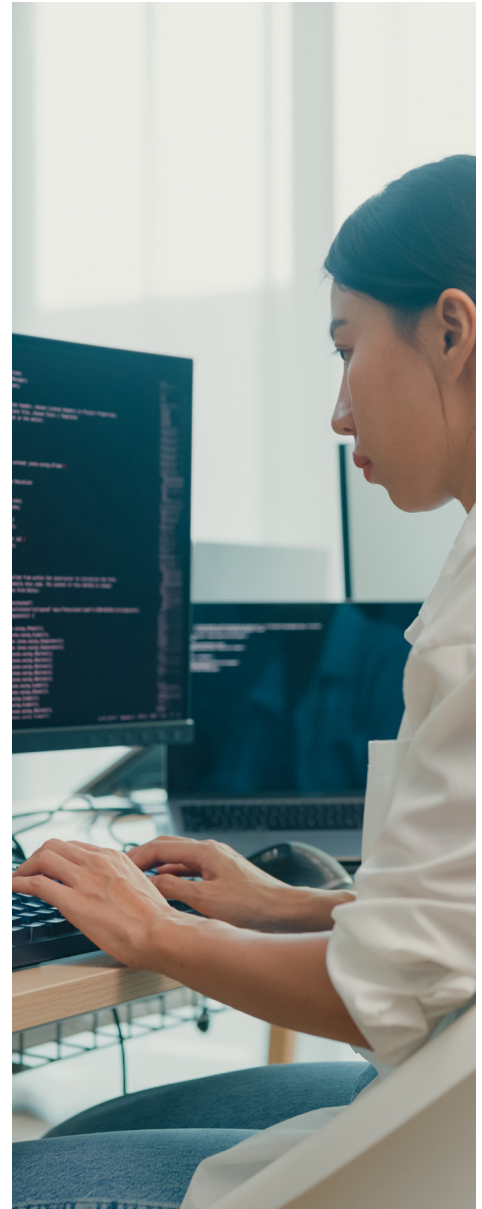
Enhancing Customer Satisfaction & Operational Efficiency

The project, though still ongoing, has already yielded remarkable improvements in customer satisfaction and operational efficiency. The team has consistently delivered an impressive 60 points per sprint, efficiently addressing any bugs that arise during the testing phase. The implementation of Salesforce has been met with enthusiastic feedback, and the introduction of automation tools has significantly reduced the time and effort required for various tasks.

Judge not only brought the client back on schedule but propelled them ahead of it. Weekly story points more than doubled, with a 33% reduction in defects compared to the previous three vendors. By leveraging their talent acquisition and managed services expertise, Judge swiftly filled roles and scaled resources as needed.

Taking full accountability for operational and delivery risks, Judge mitigated the client's risk and achieved substantial cost savings by delivering under budget and enhancing efficiencies. This allowed the company to redirect focus towards other strategic priorities.

Judge continues to work closely with the client to ensure the successful completion of the project and to achieve the desired outcomes.



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