



SIMPLUS

CUSTOMER SUCCESS STORY



FISKARS®

# Fiskars

Fiskars is dedicated to enriching people’s lives in the home, garden, and outdoors. Fiskars’s globally recognized brands include Fiskars, Iittala, Gerber, Royal Copenhagen, Wedgwood, and Waterford. Fiskars’s business is balanced through its broad portfolio of functional, living, and outdoor products and geographical presence in Europe, Asia, and the Americas. Fiskars’s products are available in more than 100 countries, and the company employs around 8,600 people in over 30 countries. The group recorded net sales of 1,204.6 million euros in 2016.

**Headquarters** Helsinki, Finland

**Website** <http://www.fiskars.com>

**Industry** Consumer Goods

## Simplus Services



Advisory Services



Implementation Services



Custom Configuration



Change Management



Managed Services

## Salesforce Clouds



Sales Cloud



Service Cloud



Salesforce Billing



Salesforce CPQ



Pardot



Community Cloud

## The Challenge

Fiskars needed a modern solution to manage warranty support cases that were submitted by their customers. Simplus simultaneously worked with both Fiskars and Gerber (a subdivision of Fiskars) to determine the key pain points with the current support and administrative processes.

- Customer support representatives wanted the ability to easily create new orders directly from a warranty-support case.
- Gerber needed a new system for storing and accessing line of credit and consumer information.
- A robust website integration was needed for both the Fiskars and Gerber websites. Light integration for the Fiskars website existed, but no integration existed for the Gerber site. The team needed a way to search historical data or the consumers’ past interactions.
- The product team needed a way to quickly create and search reports on a product.

## The Solution

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This implementation has been widely used and extremely successful in adoption. No one questions why we have this. The product is speaking for itself.

- Nicole Vafadari, *Global IT Service Manager, CRM & Digital Marketing*

Simplus used this information to design and develop a solution that houses all warranty information within Service Cloud, creating a much more streamlined and efficient service process. Benefits included the following:

- One Centralized and Accurate Database** While the previous system relied on email—which led to lost claims, storage issues, and difficulty in searching past data—the new system now keeps one central file for all claims and correspondence in one location. Additionally, Simplus integrated order data and product data to and from JDE ERP and Salesforce.com. No more lost claims, no more file size issues, and no more time spent searching through old emails.
- A 360-Degree View** Service representatives can now easily flag tools being reported as faulty and efficiently track both the faulty tool and the replacement tool sent. Service Cloud creates a 360-degree view of the service process that allows representatives to track claims from the moment they are entered to their successful resolution.
- Powerful Reporting and Dashboards** With a multitude of reporting options as well as executive-level dashboards, Service Cloud provides easy KPI metrics and measurable service goals. Reports provide insight on products at both a macro and micro level. This visibility into the quality and service processes allows Fiskars to proactively identify issues and make data-driven decisions.
- Enhanced Service Experience** Simplus created a scalable solution in which warranty claims entered through Fiskars and Gerber websites are handled by a custom Salesforce case-management solution. A standardized database in Salesforce.com seamlessly integrates with Silverpop marketing automation and sends automatic order status updates. This led to a large decrease in the number of calls placed to customer service at Gerber. Gerber realized huge efficiency gains, saving 40 hours a week in warranty administration.
- Improved Product Quality** Both the Fiskars and Gerber product QA teams now utilize the warranty product information to determine defective product trends. The Fiskars quality team can now pull data on specific quality issues within minutes, a task that had previously taken days. Leveraging these insights, the product team can proactively update product designs.

## Feedback from the Project Team

“ From their work with other clients, they're able to pull from a vault of previous experience to suggest various ways we may want to accomplish a task, along with pros and cons for each approach. We have used Simplus in the past and they have always done an incredibly professional job with projects, providing thoughtful insights and context to our implementation.

- **Nicole Vafadari**, *Global IT Service Manager, CRM & Digital Marketing*

“ [Salesforce] has given us excellent information and data that we could not access or did not exist previously. We can properly focus our attention and understand the key warranty issues much better now, and we have already launched various improvement projects to correct product issues. The defect information, pictures, and ability to automatically summarize and rank the warranty information by part number and dollars has been an excellent asset for us.

- **Jon P.**, *Sr. Quality Engineer, Fiskars*

“ Simply put . . . I know [Service Cloud] is saving us a ton of time and improving the consumer warranty experience.

- **Shawn**,  
*Testing & Control Manager, Fiskars*

“ With Salesforce, the Quality team now has the ability to analyze warranty claims for the first time. We're now going in the right direction, rather than no direction at all.

- **Rebecca O.**, *Sr. Quality Analyst, Fiskars*

“ Having gone from no data to categorized and well-organized data for all calls coming in has been a huge win for us. The project itself and implementation team including Simplus was very professional, organized, and results driven.

- **Karl N.**, *Quality Manager, Fiskars*