

## Barco Relies on the salesforce.com Cloud Computing Model to Maximize Customer Satisfaction



**“Salesforce CRM has done something no other system has been able to achieve - move our business closer to the customer and enrich our professional services.”**

— Geert Wauters,  
Business Analyst CRM

### Challenge

- ∴ A global technology company, Barco designs and develops visualization solutions for a variety of selected professional markets, including medical imaging, media & entertainment, infrastructure & utilities and traffic & transportation
- ∴ Barco wanted to deliver worldwide responsive, reliable and consistent customer support, but was struggling with disparate, fragmented systems
- ∴ Specific problems included the fact that there was a limited overall view on service request handling with the result that it was difficult to measure customer satisfaction
- ∴ Another problem was the lack of integration with the back-office ERP system, which led to double entries
- ∴ The Barco team needed to adhere to rigorous service agreements for customer support—despite the fact email-based enquiry was very limited in its functionality

### Solution

- ∴ Following a highly successful Salesforce CRM SFA deployment to 75 professionals within its medical imaging business, Barco implemented Salesforce CRM Service & Support worldwide to 270 staff to support globally unified service request management
- ∴ Barco chose salesforce.com following a competitive evaluation. Salesforce CRM was selected based on functionality, user-friendliness, and straightforward integration with the back-office ERP platform
- ∴ The Salesforce Customer Portal is helping Barco turn the 'web' into the 'self-service web'—allowing the technology company to exploit Web 2.0 as the ideal channel to provide superior self-service
- ∴ Customers can manage their own cases via the Salesforce Customer Portal: they can log, view, edit, and close cases entirely online. They can also search through the Barco knowledge base and previously resolved cases, for comprehensive customer self-service

### Results

- ∴ According to Barco, the implementation time for Salesforce CRM was ‘many times faster’ than it was for traditional on-premise CRM systems
- ∴ Salesforce CRM SFA provides significantly improved lead management, opportunity tracking, and reporting
- ∴ Using the Salesforce Customer Portal, the Barco team can quickly change the look and feel of the self-service portal with an easy-to-use style editor
- ∴ With Salesforce Customer Portal, Barco can deliver relevant customer information based on data from any source, share any application built on salesforce.com’s on-demand platform, and get other departments—including sales and operations—to engage with customers online
- ∴ Barco now has extensive reporting tools at its disposal that provide a comprehensive overview of service quality

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- ∴ Salesforce CRM supports seamless automated upgrades every quarter—helping to ensure business continuity