



## REPUBLIC SERVICES BUILDS A COMPREHENSIVE KNOWLEDGE BASE, EMPOWERS ITS EMPLOYEES TO CREATE TOP-NOTCH CUSTOMER EXPERIENCES.

### | OVERVIEW

As a leader in the domestic non-hazardous solid waste industry in North America, Republic Services manages large volumes of customer interactions each day. With an ever-increasing demand for waste management services, the company is making its systems smarter to meet growing business needs and bring more value to its customers.

Republic Services decided to pursue the creation of a knowledge management system where employees could craft, publish and share knowledge, and customers could get intelligent, fast and personalized self-service online. Although plenty of software options were available for creating simple self-help websites, Republic Services needed a knowledge management service that would consolidate various data sources, enable exceptional customer service for its employees and decrease overall support costs. After reviewing the options, they decided to implement Salesforce Knowledge, a feature available through the Service Cloud application they were already using.

By partnering with Mastek and launching its new knowledge management system, Republic Services was able to maximize the value of its existing cloud-based technology and empower its employees to create exceptional customer experiences.

### | KEY OUTCOMES

- Increased customer engagement and trust
- Easier for call center agents to respond to customers.
- Self service provided to customers make it easier to get help fast.
- Faster call center handle times. (resolution times)
- Increased ROI from Service Cloud
- Reduced redundancies

### | CHALLENGE

Knowledge management systems provide numerous benefits, including enabling innovation and improving process efficiency. But successfully implementing these systems can be a challenge. By utilizing the talent and expertise at Mastek, Republic Services could better understand how knowledge base systems work and what types of articles would be needed to provide excellent service to their customers.

Republic Services needed a knowledge management system that could provide a seamless experience for their customers. Although a small team within the organization had already started testing the feature

internally, they needed to expand its functionality to share knowledge articles externally and integrate Salesforce with their AI-driven enterprise search tool. In addition, their existing instance of Service Cloud would need to be migrated to the Lightning Salesforce interface when the self-service portal was launched. This meant that the knowledge base would need to be developed within the Classic interface while staying compatible with the Lightning interface.

## | SOLUTION

The solution to these challenges was to launch an end-to-end knowledge management tool that would house a formal and structured knowledge repository to serve accurate information to the right people at the right time and improve the creation and distribution of knowledge throughout the company. The tool allows for drafting of knowledge base articles, designating the article audiences, assigning permissions for internal and external groups and creates a feedback loop that helps content managers keep knowledge up to date. With a seamless integration between the enterprise search tool and Salesforce, Republic Services could use multiple data sources to quickly serve-up personalized content recommendations to their National Accounts team, contact center agents and customers.

## | KEY TECHNOLOGIES USED:

- Service Cloud
- Salesforce Knowledge
- Salesforce Lightning
- Force.com
- Coveo

## | RESULTS

As a result of implementing the knowledge management solution, Republic Services has been able to maximize agent productivity, reduce contact center volumes and increase customer trust and engagement. Internal groups have a place to easily manage content and are less reliant on spreadsheets and siloed knowledge within specific departments. The solution also prevents internal and external users from being exposed on

outdated information. Customers can now look up answers to their questions without calling support for help, reducing the number of customer service inquiries. By making full use of the knowledge base functionality they were already paying for, and with a little customization help from Mastek, Republic Services was able to supercharge customer experiences and maximize the value of its Service Cloud application.



## | ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website [www.mastek.com](http://www.mastek.com).