

Thompson Video Networks

Connecting ERP, CRM and users for a better customer experience

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Harmonic is the worldwide leader in video delivery infrastructure for emerging television and video services. Harmonic enables customers to produce, deliver and monetize amazing video experiences, with unequalled business agility and operational efficiency, by providing market-leading innovation, high-quality service and compelling total cost of ownership.

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Bonita at Thompson Video Networks

Better service to internal and external customer delivered from the IT team.

“ Bonita is well suited to mixing IT applications and human interactions in numerous dynamic combinations. ”

Richard Gay

IT, Harmonic Rennes

Thomson Video Networks wanted to implement Bonita to deliver better service to both internal and external customers by simplifying and automating time-consuming hidden administrative tasks for support teams across the organization.

Objectives

Challenges

- Enable communication between the Customer Services team which is using CRM Salesforce cases, and the R&D team which is using ClearQuest as a bug management tool
- Automate the HR process for employees who are changing positions or placement within the company (change of manager, location, cost center, position in the HR org in the ERP, IT tools, etc.)
- Make customer visits smoother by triggering alerts when appropriate to each function involved: sales representative, marketing, demonstration preparation, communication, logistics, and so on. Connect this with the Salesforce CRM to document customer contacts during visits.

Outcomes

The organization now has a real dialogue between customer services managing their customer cases, and R&D managing software bugs.

Benefits

- Better service delivered from the IT team to internal and external customers
- Implemented an efficient strategy of priority bug fixing that meets customer requirements (on the order of tens of customer services cases and tens of software bugs per week)
- Simplification of time-consuming hidden administrative tasks for support teams: HR, Finance, IT
- Connected interactions among several IT applications, along with human interaction through automatic email receipt and response
- Using several formats for communicating with IT applications: web services, email, files
- Fields where values are entered by users can drive the next actions of the business process