



**Daktronics and the power of
intelligent data**

Case Study



Daktronics is a **worldwide leader in the technology industry, specializing in the B2B segment.** Established with a focus on delivering cutting-edge display solutions, Daktronics caters to a diverse range of business clients across various sectors, including sports, advertising, transportation, and more. Their products range from large-scale LED video displays to digital billboards and scoring systems, designed to enhance viewer experiences and meet the specific needs of professional and educational markets. With a strong commitment to quality, innovation, and customer service, Daktronics aims to empower businesses around the globe with superior display technology and integrated solutions.

Target Markets



Sports



Retail



Entertainment

Daktronics is a leading designer and manufacturer of LED video displays, digital banners, billboards, LCD and LED signage, visual control software, as well as grand-scale sound systems suitable for large capacity events. As pioneers in big screen and display technology beginning in the 1990s, Daktronics' name has become synonymous with longevity and reliability.

When customers require support, Daktronics want them to be attended to quickly and comprehensively. The brand embraces customer-centricity by minimizing frustration and maximizing care during the length of the customer lifecycle.

Project Objectives Summary

Contact Center Focus

- Technical support
- Repairs
- Parts supply
- End user support

Customer Service Objectives

- Provide better service faster
- Increase agent flexibility
- Empower agents
- Reduce Average Handle Time
- Increase Customer Satisfaction
- Simplify the agent experience

Technology in Place

CRM

- Salesforce Service Cloud
- Salesforce Flows

Contact Center

- Cisco UCCX

Unified Agent Desktop

- b+s Connects
- b+s Connects integration API

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Enable support team agents to take ownership of the customer journey.

Contact center routing, agent staffing, and reporting are critical to back-office contact center business, but Daktronics has realized that empowering their agents to succeed and take ownership of their customer interactions is the linchpin of fostering great customer experiences.

Challenge

Due to a diverse product portfolio, Daktronics' highly skilled technical agents began to require more effort and more time to retrieve relevant customer information for incoming interactions. Daktronics also saw opportunities to simplify the customer call-in experience and to increase the frequency in which the first Daktronics team member to take a call could resolve the customers' needs.



Desired Business Outcome

Daktronics' goal was to use the knowledge about their customers and their products to streamline the experience for customers, while also better-preparing agents for the incoming call.

Using automation, they hoped to create a frictionless employee and customer experience and help drive 'extreme empowerment' of their agents.

Proposed Solution Interaction Flow



Limit the number of phone prompts for the customer

Apply logic based on the stored customer data

Use b+s Connects and Salesforce to serve a dynamic screen pop for every interaction

Provide as much information to agent as necessary and automate further steps

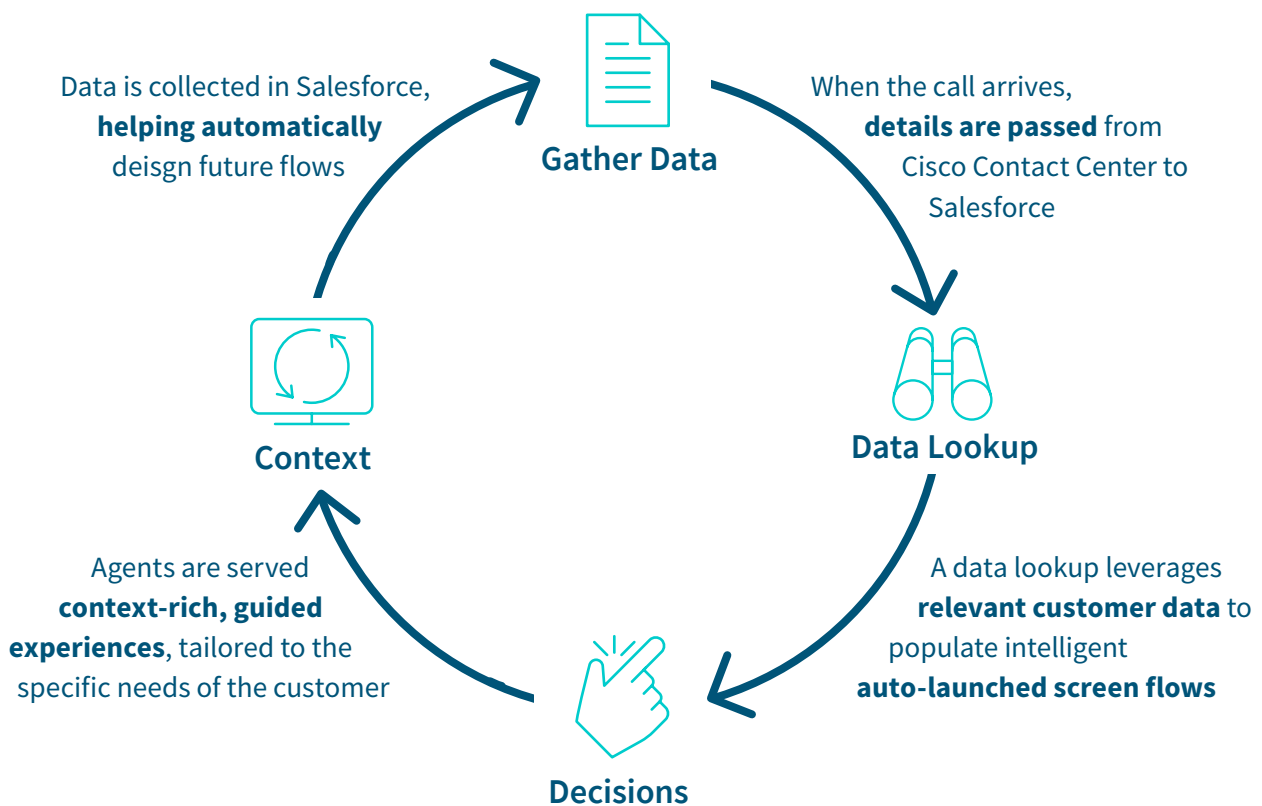
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Solution

b+s Connects low-code solution to customization coupled with Salesforce Service Cloud allows Daktronics to create highly intelligent and contextually rich screen pops for their agents. Orchestrating Cisco Contact Center data, and CRM data, with purpose-designed logic to ensure the correct information is offered to the agent at the

right time and mitigating the overhead of the customer to provide it. This means each screen pop is unique to that call, allowing agents to ebb and flow quickly to solve problems. Agents then have the information, the tools, and the time to deliver outstanding customer experiences.



Desired results

By using cleverly designed Salesforce flows in combination with intelligent routing and the Single Pane of Glass Agent Desktop supported by b+s Connects, Daktronics is improving in these areas.

80% customer IVR prompts	Agent accuracy & efficiency	Customer frustration	Average Handle Time