



CUMMINS  
POWER  
SYSTEM INC

## CASE STUDY – CUMMINS CUSTOMER RELATION MANAGEMENT



**Power  
Generation**

## 1. Introduction

### 1.1 Document Purpose

The purpose of this document is the Case Study Documents

### 1.2 Intended Audience

This document should help the business owners to verify that the expected business requirements are documented with correct understanding and is accurate and unambiguous.

## 2. Problem & Causes

Being the largest in the industry, Cummins Power had a major problem of handling its customers' complaints. They needed the software for Customer Support. Brilliant offered them CRM with the changes as per their need.

## 3. Solutions

Brilliant offered Cummins the CRM integrated with Customer Support. In this, the request or complaints filed by customer are collected, numbered and distributed as per their level. The customer support offered by Brilliant has three levels. In first, the customer can find solutions for his problems in FAQs. In second, s/he might need a help, which can be given over a call. In third, the customer might need a technician at his place to solve the problem and if needed to repair or replace the parts. After distributing complaints in these levels, the complaints are given to solve to respective person.

Cummins Power System chose Brilliant for following features: Ease-of-use: no special IT training or hardware requirements.

- Reasonable price.
- Ability to use existing material/systems/data.
- Accessible from anywhere, anytime.
- Real time information.
- No repetition of data.
- Reduced human errors.
- Increase in productivity due to efficient utilization of time.
- Decrease in labor cost

#### 4. Conclusion

Because this business application included the sorting and numbering of complaints, tracking particular customer or complaint became lesser of the tedious job. It reduced labor and human errors. It also reduced the response time, so increased customer satisfaction. It optimized the system to work efficiently