

为跨国医疗企业部署服务云 打造本地化智能服务新标杆

在成功完成阿里云上的Salesforce Sales Cloud（销售云）迁移后，德勤再次为客户实施全面的Service Cloud（服务云）部署，借助阿里云上的Salesforce互联网关（Connected Experiences Gateway, CXG），成功将客户内部服务运营与支持流程迁移至本地化平台，建立起统一的工单管理、问题追踪和内部服务工作流。



关于客户

客户是一家专注技术与创新的跨国医疗公司，持续在医疗健康、材料、数据管理等领域开发突破性解决方案，并在全球30多个国家和地区拥有分支机构，与各地合作伙伴紧密协作，旨在改善全球患者生活，提升医疗效率与质量。

客户诉求

随着业务需求增长，内部流程和效率面临挑战，客户需要构建适应本土市场环境的运营与服务能力，提升服务团队的响应效率、流程统一性和数据整合能力。

解决方案

阿里云上的Salesforce正式上线以来，德勤已成功助力客户实施Sales Cloud（销售云）迁移。延续Sales Cloud（销售云）的迁移成功经验，德勤为客户提供从实施到运营的全流程服务，在仅11周的项目周期内为客户高效部署了Service Cloud（服务云），并提供4周超保支持（Hypercare）：

通过阿里云上的Salesforce互联网关（Connected Experiences Gateway, CXG），构建计算机电话集成（Computer Telephony Integration, CTI）功能，使外部呼叫系统与CRM无缝对接

集成Quick Service语音解决方案，使客户服务团队能够在Salesforce内直接处理呼入与呼出电话，更清晰地关联客户交互数据与服务工单，确保服务流程可追溯，提升整体用户体验

交付价值

服务流程闭环

高度集成的平台带来内外部一致的用户体验，保障了可追溯的服务闭环，提升流程合规性与服务质量管理能力，令员工更快速、更精准地解决客户需求。

运营效率提升

借助CXG实现呼叫系统与CRM的深度集成，缩短系统切换和响应时间，提升服务效率。

领跑阿里云上的Salesforce交付

德勤在阿里云上的Salesforce交付领域领跑市场，已成功为多家生命科学行业客户成功实施迁移。先后部署销售云及服务云，是客户对德勤交付质量与本地化服务能力的高度认可。

本地化服务标杆

创新性地在阿里云上的Salesforce平台上成功落地CTI集成项目，打造了跨国企业在中国市场探索本土数字化服务的标杆。

Deloitte | Salesforce

德勤拥有全球领先的Salesforce实施团队，在中国的大型Salesforce实施项目已超过百例。借助Salesforce在销售、服务、商务、营销等领域的优势，我们致力于帮助跨国企业适应中国市场变化，为其量身打造具有中国特色的解决方案，构建全链路CRM体系，助力企业在中国市场实现高质量、可持续的业务增长。



敬请联络德勤：

如有任何咨询事宜，请联系全国业务增长平台- 生态与联盟

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因我不同
成就非凡
始于 1845

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我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的质量发展目标。

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Deploying Service Cloud for a multinational healthcare enterprise Setting a new benchmark for localized intelligent service

Following the successful migration of Salesforce on Alibaba Cloud Sales Cloud, Deloitte has now delivered a comprehensive Service Cloud deployment for the client. Leveraging the Connected Experiences Gateway (CXG) on Alibaba Cloud, we successfully migrated the client's internal service operations and support processes to a localized platform, establishing a unified workflow for ticket management, issue tracking, and internal service delivery.



About Client

The client is a multinational healthcare innovator developing breakthrough solutions in healthcare, materials, and data management. Operating in over 30 countries, it partners globally to improve patient lives and advance healthcare efficiency and quality.

Requirements

With growing business demands, the client now faces challenges in internal processes and efficiency, requiring a localized operations and service capability to enhance response speed, process standardization, and data integration for its service teams.

Solutions

Since the official launch of Salesforce on Alibaba Cloud, Deloitte has successfully helped the client migrate its Sales Cloud. Building on the successful Sales Cloud migration, Deloitte delivered end-to-end implementation and operational support for the client, efficiently deploying Service Cloud within an 11-week timeline and providing four weeks of Hypercare support:

Leveraged the **Connected Experiences Gateway (CXG)** of Salesforce on Alibaba Cloud, we implemented Computer Telephony Integration (CTI) to **seamlessly connect the client's external telephony system with the CRM**.

Integrated Quick Service voice solution, enabling the client's service team to handle inbound and outbound calls directly within Salesforce - **seamlessly linking customer interaction data with service tickets to ensure traceable workflows** and enhance the overall user experience.

Results

Closed-loop service process

The highly integrated platform ensures a consistent, traceable closed-loop service process - improving compliance, service quality, and employee responsiveness.

Enhanced operational efficiency

Utilizing CXG to achieve deep integration between call systems and CRM, reducing system switching and response time, and improving service efficiency.

Leading the delivery of Salesforce on Alibaba Cloud

Deloitte leads Salesforce on Alibaba Cloud delivery, with successful Sales and Service Cloud deployments for multiple life sciences clients - demonstrating strong trust in our delivery quality and localized capabilities.

Localization service benchmark

Innovatively delivered a CTI integration on the Salesforce on Alibaba Cloud platform, setting a benchmark for multinational enterprises exploring localized digital service in China.

Deloitte | Salesforce

Deloitte has a globally recognized Salesforce implementation team and has successfully delivered numerous large-scale Salesforce projects in China. Leveraging Salesforce's capabilities across sales, service, commerce, and marketing, we help enterprises design tailored, end-to-end CRM ecosystems to drive high-quality, sustainable business growth.



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