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**Owens  
& Minor**

# IMPROVING CUSTOMER SERVICE WITH AN INTERNAL SUPPORT COMMUNITY

# ABOUT OWENS & MINOR

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Owens & Minor is a leading healthcare logistics company that provides vital supply chain services to healthcare providers and manufacturers of healthcare products. With logistics platforms strategically located in the United States and Europe, Owens & Minor is headquartered in Richmond, Virginia and has annual revenue exceeding \$9 billion.



# OWENS & MINOR CHALLENGES

Needed to improve customer service processes and knowledge

Inefficient customer service processes and disorganized data was lowering the customer service representatives' (CSR) productivity and leaving customers frustrated

## Customer service

processes were complex and redundant

**Knowledge articles** were siloed in various platforms

**Articles** were often inconsistent, outdated, or tagged incorrectly

Needed a way to communicate **important updates** to team members and improve collaboration



# OSF'S SOLUTION

Creating a central hub for customer service agents

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OSF leveraged Salesforce Experience Cloud, Service Cloud, and Salesforce Knowledge to build an employee community, revamp knowledge, and improve internal communications and processes for CSRs



knowledge



experience cloud



service cloud

# OSF'S SOLUTION

Improving processes and data for customer service agents

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OSF built a branded Salesforce Agent Community, which serves as a central hub for daily CSR activities and houses Salesforce Knowledge.

## ORGANIZED KNOWLEDGE

Revamped the Salesforce Knowledge structure and data categories in a more useful way for CSRs

Broke down about 150 lengthy articles to smaller, categorizable articles that were easier to search

Created a detailed review of best practices and procedures for knowledge categorization

## EFFICIENT PROCESSES

Created consistent, reproducible process flows incorporating validated data

## INTERNAL COMMUNICATIONS

Enabled announcements for daily communication to agents through the community



# RESULTS

Improving the CSR experience and productivity

With an employee community, CSRs have all their support tools in one place.

**More efficient engagement  
with customers**

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**Unified platform for  
knowledge**

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**Increase article  
accuracy**

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**Enhanced collaboration and  
communication**

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**THANK YOU**

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