OTTER PRODUCTS

Otter Products **reduce warranty costs by 19%** through a successful CS-AI project.

STO TTAN DMAY
CONSULTING

The client challenge

Otter Products identified vulnerabilities in their warranty process that were leading to an increase in fraudulent or inaccurate claims. They sought a solution that would both reduce fraud and enhance customer satisfaction by streamlining the warranty experience. Working within their existing Salesforce environment, Otter Products aimed to implement a scalable MVP solution to validate and refine the approach. Balancing a user-friendly experience, process automation, and configuration flexibility would be essential to the project's success.

The proposed solution

Stott and May Consulting proposed an outcome-based delivery model to support this stage of the CS/AI implementation. This approach enabled Otter Products to augment their team with subject matter expertise and delivery resources whilst protecting themselves from overspending on time and materials. The Stott and May Consulting team created a full SOW that included a 2-week discovery phase to establish clear success criteria, vendor selection around the best-fit AI image recognition solutions, system integration (S3, MuleSoft), and embedding the solution within their Commerce Cloud environment. Otter Products saw real financial value in the 'best shore' delivery model proposed by Stott and May Consulting, which enabled them to achieve the perfect blend of on-shore delivery with off-shore engineering. Finally, Otter Products wanted a collaborative, embedded partner to mentor the team and support a sound knowledge transfer.

The project team ⌄

Stott and May Consulting onboarded a best shore delivery team with deep platform experience to support this multi-product-focused Salesforce project that included new state enhancements, which had downstream effects on both Commerce and Service Cloud instances.

Key roles within the project team included:
Salesforce Functional Consultant, Salesforce QA, Salesforce Commerce Cloud Developer, Salesforce Service Cloud Developer, MuleSoft Technical Consultant, Tester.

The results ⌄

In just 40 days, the Stott and May Consulting team delivered a proof of concept, formalizing a robust MVP that could seamlessly transition to Otter Products' internal team. The new, AI-enabled warranty process has streamlined claim verification, maintaining a CSAT rating of 90+ while reducing warranty fraud costs by 19%. Otter Products realized an exceptional time-to-value, recouping the total cost of the implementation within just 60 days of going live, underscoring the significant financial impact and efficiency of the solution.

"Stott and May Consulting were a vital partner that enabled transformation of a critical business process. Their expertise guided our team through technology selection, process improvement and ultimately implementation of the solution. When faced with challenges, their team responded quickly, always bringing a creative and solution-oriented approach to their work.

- Court Merz – Customer Service Director, Otter Products

Get in touch ⌄

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