"We started reaching out to Salesforce saying, who's the best in class? Who's the partner that can help us do the impossible and get it live? PolSource jumped in, they brought in a great team... we got it live with 2 weeks to go."
- Jimmy Budnick VP of Customer Care at Overstock.com

THE CHALLENGE
Overstock's biggest challenges were around not being able to scale technology and move fast. They were lacking:
- Real time engagement on more scalable channels for agents
- Reporting and Dashboards for more visibility into agent KPI's
- Ability to review processes and enable scalability for improved Customer Care Rep on-boarding
- Guided processes to Customer profiles to easily see all relevant information
- Relevant knowledge articles automatically surfaced based on case information
- An efficient way to onboard partners

THE SOLUTION
Clearly, Overstock needed a CRM overhaul. To solve the many needs identified, the first step was to replace Oracle Rightnow with PolSource Simplified Desktop. This included implementation of:
- Service Cloud
- Community Cloud
- Live Agent
- CTI
- Knowledge
- Omni-Channel
- Social Customer Service
- Einstein Discovery

In addition, integrations were made for:
- Order Management
- Aligning with Overstock Schedule, eBay, Aspect, Quik for SMS, and Aspect Lighting CTI

COMPANY PROFILE
LOCATION: Salt Lake City, UT
EMPLOYEES: 1800
INDUSTRY: Retail
COMPETITOR: Oracle
SOLUTION(S): Service Cloud, Live Agent, Community Cloud, CTI integration, Knowledge, Omni-Channel, Heroku
GO LIVE DATE: 3/20/2018

COMPANY OVERVIEW
Overstock, Inc. is an American, pure-play, e-commerce internet retailer headquartered in Midvale, Utah. Patrick M. Byrne founded the company in 1997 and launched the company in May 1999. Initially Overstock exclusively sold surplus and returned merchandise on an online e-commerce marketplace, liquidating the inventories of at least 18 failed dot-com companies at below-wholesale prices. Today the company continues to sell home decor, furniture, bedding, and other closeout merchandise, but they've added new products to their inventory as well.
The Results

With more efficient navigation for their solution, agents now experience faster case resolution times. In addition to time saved, they are able to seamlessly onboard Customer Care Reps and partners within the Simplified Desktop. You could say their CRM was just overstocked.

Phase 1 implementation was a rousing success.

Jen Hermesmeyer, Success Director at Salesforce, was onsite for the go-live and said "this is one of the smoothest go-lives I’ve seen."

Tyler Forbes Cook, Overstock Director of Product Management & Development, couldn’t agree more. "A major CRM replacement in less than 5 months is no small feat, doing it with minimal impact to your business on time and under budget is definition of excellence."

After the success of Phase I, Overstock was quick to identify more improvements for PolSource to tackle. They needed to increase case deflection through improved self service experience, and eliminate the necessity for copy/paste and moving between multiple applications by designing a streamlined Customer Care console. Phase II included implementation of a Custom Person Account Page, Social Customer Service, Einstein Discovery, and Aspect Lightning CTI Integration.

“PolSource did a great job being fast with solutions, fast with implementation, highly collaborative and just committed to our success. They understood our problems thinking clearly and they were there. So we have the technology, and we have a partnership, and both those combined allows us to really move fast and do some really cool stuff.”

- Tyler Cook Head of Product Management