Case Study: 80% Cost Savings & Automated Customer Journey

The Starting Point: Modernization Under Pressure

CARRIER-SERVICES.DE GmbH (routermiete.de) faced a dual challenge:

1. **Technical Deadline:** The eight-year-old Salesforce core system was based on the sunsetting **Process Builder**. A total system standstill in logistics and billing was imminent.
2. **Operational Burden:** Manual processes for plan changes, hardware returns, and a high volume of standard customer inquiries tied up valuable resources and prevented scalability.

The Solution: Strategic Refactoring & Digital Self-Service

We didn't just "save" the system; we trimmed the entire architecture for efficiency and customer self-help (Self-Care):

- **Migration & Stability (TDD):** Transitioned logic into modern **Salesforce Flows**. Through **Test-Driven Development (TDD)** and **test coverage of over 90%**, deployments became secure and predictable.
- **Automated Email Flows:** A complete overhaul of customer communication. Transactional emails now strategically guide customers into the **Self-Care portal** instead of provoking manual support inquiries.
- **Automated Hardware Lifecycle:** Implemented automated marketing campaigns to proactively replace outdated device models. This reduces manual outbound effort and ensures the hardware fleet remains up to date.
- **Full Process Automation:** Complex operations—such as device swaps paired with plan changes or EU-compliant contract terms—now run in the background without human intervention.

The Results: Efficiency Across All Levels

The combination of technical debt removal and CX optimization led to a drastic improvement in key metrics:

- **Massive Budget Relief:** After the initial turnaround year (€130,000), annual maintenance and development costs were slashed to **€24,000**—a saving of over **80%**.
- **Support Relief:** Thanks to the new communication concept and the improved Self-Care portal, the number of manual support tickets dropped significantly.
- **Future-Proof Growth:** Marketing actions for model replacements now run "on rails" fully automated, stabilizing revenue while minimizing operational overhead.

"Working with **It's compiling** and Graffino was a total bullseye. We didn't just manage the technological transition in Salesforce just in time; we automated our entire customer communication simultaneously. The fact that we are saving over 80% in ongoing IT costs today, and that our customers require significantly less support thanks to the new Self-Care logic, makes us ready for the next phase of growth. A true upgrade for our entire business model." — **Steffen Hensche**, CEO, CARRIER-SERVICES.DE GmbH