

IMPLEMENTING SERVICE CLOUD FOR CUSTOMER SUPPORT



A major U.S. based wholesaler needed support in managing customer service calls for 100 plus stores.

We had to implement and customize Salesforce and service Cloud to track customer calls, provide automated responses, and take orders.

Additionally, the call service had to be integrated with Amazon Connect to reduce call cost and provide automated AI smart support based upon customer questions e.g. what is the order status or store opening / closing times.

Project overview

A major U.S. based wholesaler needed support in customer calls management and integration with order, sales, and ERP systems with automated response capability.

They needed a customized system which could:

- Track customer issues and provide speedy response to customers.
- Respond to customers based upon Natural Language Processing and AI to reduce the customer-agent call time and improve service quality
- Integrate with Amazon Connect to reduce the call pricing by 50%.
- Track agent performance and help them with recommended responses.
- Take customer orders over phone and enter it into sales systems for customer pickup.
- Assist in signing customers for a points-based loyalty program
- Connect backend personnel with 100 plus stores to answer customer queries e.g. substitute products they can get if the primary product is out of stock. Cross cell and upsell.
- Created analytics for other departments to fix any ongoing issues e.g. the website site should display order status at the time of data entry.

Technology deployed:

- Salesforce Service Cloud for case tracking.
- Amazon connect to take the calls of the customers
- Tableau to generate real-time client reports
- Geopointe MAPS for real-time route planning.



Results:

- 1) Over 40 agents were able to track cases and answer more than 300 calls per day.
- 2) Sales were boosted by 3%
- 3) Self-service capability reduced call time with customer by 20%
- 4) Amazon Connect integration reduced cost by 30%
- 5) Agent productivity rose by 30% thanks to real-time automated recommendations.