Deflecting Service with Data Cloud & Agentforce

Rising customer expectations and a shrinking customer service labor pool is compelling companies to invest in technology-enabled strategies that proactively deflect service cases while increasing customer experience. When combined with Data Cloud, Salesforce's latest AI innovation, Agentforce, optimizes service deflection strategies with autonomous AI agents and helps human service agents be more efficient in solving complex customer issues by providing an aggregated view of all relevant cusotmer data directly in the service workflow.

86%
of service agents say that customer expectations are higher than they used to be.[1]

[1] Source: Salesforce State of Service, 6th edition

Agentforce introduces a new level of sophistication in AI-driven customer service by autonomously retrieving data, generating action plans for tasks, and executing them seamlessly without human intervention. In order to unlock these next generation "agentic" workflows and the resulting automation, your organization must have the proper foundation in place. Partner with Argano's data, AI, and service transformation experts to derive the most business value and customer satisfaction from autonomous service deflection strategies.

Business Benefits:

- Improves overall customer expeirence through 24/7 service, shorter wait times, and faster case resolution
- Scale service capacity and throughput instantly without increasing headcount
- Increases overall operational efficiency by automating simple, repetitive tasks
- Empowers service employees to focus on high-value, complex issues which improves job satisfaction

Solution Components

- Knowledge management systems to share information with people and other technologies like bots and agents
- Integrations of various systems into a data repository that includes structured and unstructured data
- Data repositories to store and prepare data for automation
- Bots or "Agents" that resolve issues for customers or help a customer service rep resolve issues more efficiently
- Personalized, automated outbound communications

Argano's Service Deflection Framework

	Service Deflection Using Data & AI				
	Foundational Projects		*Execution Projects*		
Project	Service Maturity Assessment	Data Readiness & Strategy Project	Data Unification & Strategy Project	Foundational Solution Build	Use Case Creation
Objectives	Develop Program Roadmap	Conduct Gap Analysis	Build Data Model, Data Clean-up, Create Governance Process	Configure and Deploy Data Cloud and Agentforce	Build and Deploy Proactive Service Use Case #1

*Actual projects and durations dependent on client business requirements and existing technology infrastructure.

Get started today! Request a meeting to schedule a free discovery call with our Agentforce experts.