Transform your contact center into a revenue center

Customer service is poised to be one of the most transformative applications of genAI, with both customers and service agents increasingly expecting AI to enhance their interactions and deliver outcomes more swiftly and effectively. However, legacy platforms are falling short, preventing organizations from fully capitalizing on this wave of innovation. Embracing modern AI-driven solutions is no longer just an option- it's essential for rapid improvements in productivity and enhancing the service experience.

The compelling shift in customer expectations and the rapid emergence of genAI, are driving organizations to re-evaluate their contact center strategies, platforms, and partnerships. To address this, organizations must invest in modern, integrated systems that support omnichannel communication and leverage AI and automation to enhance efficiency. Elevate your contact center experience with Virtusa's genAI expertise and Salesforce Service Cloud GPT to:

- Analyze vast amounts of customer data in real time, enabling contact centers to offer personalized service.
- Gain a 360-degree perspective for more personalized and seamless interactions through chat, phone, or email.
- Enhance customer experience and foster long-term loyalty.

Why Virtusa?

At Virtusa, our Engineering First heritage allows us to address the core issues and provide lasting improvements for your Salesforce environment. Virtusa provides end to end AI solutions tailored to industry-specific use cases that deliver real ROI. Our approach is founded on excellence, and we offer the following advantages:

As a Salesforce Summit partner, we possess the highest credentials and expertise to ensure your success on the platform.

Our team combines deep domain knowledge with innovative engineering practices, enabling us to deliver tailored solutions for your unique challenges.

Combining deep industry knowledge with cutting-edge AI tools, Virtusa helps organizations optimize operations, improve decision-making, and create scalable and future-ready solutions.

We can enable Einstein 1, grounded with your data, deployed in the flow of work.

We leverage a robust enterprise AI architecture with a suite of genAI offerings (ranging from consulting, AI-assisted engineering, assurance, to discrete solution development) to help you realize your true ROI.

Capabilities

Our portfolio of offerings drives outcomes, enhancing an overall customer experience with genAI and a data-driven approach. Virtusa helps clients transcend contact centers into an experience-driven performance center powered by Salesforce.

Roadmap and blueprint

- Current state process and architecture assessment (App, data, integration)
- Revisit archaic business processes
- Customer digital footprint, journey, and UI/UX mapping
- Business case with KPI definition
- Interim plan and strategic road mapping
- Governance model and team scaling plan
- Security compliance management

Short, medium and long-term strategic roadmap

Prototype and refine

- Scope alignment
- Success criteria sign off
- Plan and timeline of the prototype
- Build prototype
- Measure success
- Learn and improve

Fit for purpose

Build and scale-up

- Virtusa IRA (IP), test and DevOps setup
- Set up and align client engagement model
- Leverage IP accelerators to modernize agent desktop, video plug-in, and DevOps
- Backend customer data integration through MuleSoft

Verification of scale-out

Organization change management

- Definition and business alignment
- Roadmap with impact assessment and success definition
- Execute to train, measure, learn and re-adjust as needed
- Continuous measurement and repeat

Train for success

Run and grow

- Post-production planning
- Target operating model
- Transition and support
  - SLA tracking-L2/L3 and reporting
  - Monitoring and health check
  - Incident management
  - Change management
  - Defect fixes
  - Minor enhancements
  - Continuous improvement and innovation

Platform agility

Value delivered to our clients

75% reduction in call handling time

Delivered consistent customer experience across all functions

31% overall efficiency in agent experience

Improved handle time for certain processes by up to 90%, leading to a 30% reduction in the number of front-line contact center staff required

Case studies

Virtusa's AI-driven solutions have consistently delivered measurable outcomes, transforming customer experiences across industries.

- Fortune 100 bank increased call containment rate by 90% with Virtusa's robust framework powered by automation and AI. Our collaboration helped the client improve chatbot performance while reducing agent interaction costs, increasing the capability of the contact center to handle spikes by 50%, and improving conversations by 30%.
- The world's largest healthcare company improves Average Handling Time (AHT) by up to 75% with Salesforce Service Cloud and Google CCAI—an industry-first implementation of Generative AI for pre-call, during-call, and post-call processes in the payer industry.

Partners

Virtusa partners with industry leaders to deliver cutting-edge solutions tailored to your contact center transformation needs.

aws	AMELIA	GENESYS	Google
Amazon Connect	NUANCE	AVAYA	kore.ai

Virtusa

Engineering First