



# Automate L1 support with an intelligent contact center using Salesforce

Earlier, customers would 'scream' responses at the IVR, hoping for a human agent at the end of the line. With the rapid evolution in digital interaction technologies, it is now reasonably acceptable to be serviced by voice assistants and automated bots that are smarter and more intuitive than their predecessors. The use of artificial intelligence (AI) and machine learning enables these virtual agents to deliver highly personalized and more empathetic service. Virtusa helps clients offer next-gen contact center experience on Salesforce and enhance customer loyalty through hassle-free, efficient, and intuitive digital interactions.

# Why Clients are choosing Virtusa



## Engineering and automation mindset

We believe in delivering a zero-touch, intuitive customer experience by building a cloud contact center using Salesforce Service Cloud Voice.



## Tangible outcomes

Demonstrable outcomes in the range of **20-30%** cost reduction along with productivity gains of 35%



## Customer satisfaction guarantee

With an average CSAT of **4.9/5**, Virtusa ensures optimal delivery and value to its customers



## Delivering hyper-personalization

Our client-centric design thinking combined with our digital-first capabilities help us deliver cost-effective, custom Salesforce solutions at speed and scale.

## Approach

**Virtusa adopts a structured 4-step approach to contact center transformation outlined below:**

# 1

### Assessment

The transformation journey starts with identifying the transformation drivers and defining the criteria for successful adoption of Salesforce.

# 2

### Minimal viable product (MVP)

The next step is defining the scope of MVP that will deliver tangible value and well-architected, comprehensive solution to migrate the legacy contact center to the next-gen contact center on the Salesforce platform.

# 3

### Production launch

In this stage, we ensure change management and organizational alignment as we deliver the NLP experience through the next-gen contact center on Salesforce.

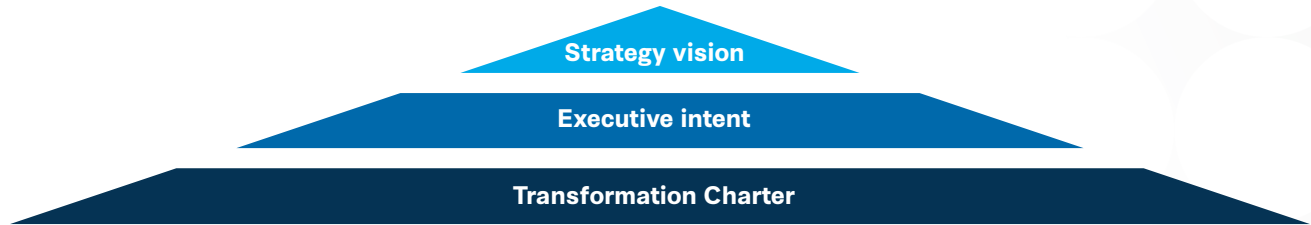
# 4

### Next-gen optimization

Once the next-gen contact center is in place, we strive to make it more effective through pre-emptive experience, channel optimization, and recommendation engine built on Einstein.

continued >

# Approach



<b>Transformation drivers</b>	<b>Success criteria</b>	<b>Business evaluation</b>	<b>Working model</b>	<b>Execute &amp; optimize</b>	<b>Art of the possible</b>
<ul style="list-style-type: none"> <li>Market trends</li> <li>Business dynamics</li> <li>Business growth</li> <li>listen to the customer</li> <li>Cost model</li> <li>Technology advancement</li> <li>Future proofing</li> <li>internal challenges</li> </ul>	<ul style="list-style-type: none"> <li>Assess overall current state</li> <li>define objectives for to be state</li> <li>Identify milestones</li> <li>Define business critical use case</li> <li>Align operation</li> <li>Refine scope</li> <li>Impact assessment</li> </ul>	<ul style="list-style-type: none"> <li>Build a business case</li> <li>Business growth</li> <li>Customer satisfaction index</li> <li>Cost benefit</li> <li>Operational readiness</li> <li>Evaluate risk of technology</li> </ul>	<ul style="list-style-type: none"> <li>Define a minimum viable product</li> <li>Customer centric approach</li> <li>Self service capabilities</li> <li>Define the security</li> <li>Define the data model</li> <li>Define integration model</li> </ul>	<ul style="list-style-type: none"> <li>Making MVP feature rich</li> <li>Expanding customer experience journeys</li> <li>Create reusable assets</li> <li>CI/CD</li> <li>Define playbooks</li> <li>Build knowledge hub</li> <li>Enabled workforce management</li> </ul>	<ul style="list-style-type: none"> <li>Omni-channel solution</li> <li>Explore new channels to connect with the customer like Alexa, Siri</li> <li>Chatbots &amp; voicebots powered by a common knowledge hub</li> <li>Customer recommendations engine on AI</li> </ul>

**Governance & program management**

**Change management & adoption**



# Success stories

**Reduced average handle time up to 75% for a leading telecom company by consolidation of multiple contact centers**

Virtusa built a unified contact center application with a single customer view designed on a lean and scalable architecture with minimal data persistence on Salesforce.

**Increased user productivity by 25% by delivering customer 360 for the retail bank and cards division of a leading multinational financial services company**

Virtusa implemented Salesforce Financial Services Cloud with Lightning components to deliver Customer 360 and migrated over 50 million records of customer data including customer demographics, household, and financial accounts data spread across multiple systems.

**Saved on annual training cost of \$1.2 million for 758 agents of an American financial services organization**

Virtusa leveraged Amazon Connect integrated with Salesforce as CRM and microservices-based legacy customer applications, and delivered a comprehensive zero-touch customer engagement solution.

