



Solution Sheet

# Customer Service Acceleration

Customer service is one of the most critical factors in ensuring customer retention and loyalty and is a vital cog for a successful business. But customer service agents are often overwhelmed with a high volume of customer requests and confused customers, and unanswered customers can mean lost business.

Agents end up spending tons of time trying to wade through information repositories, knowledge articles, FAQs, and wikis to come up with the right answer that addresses the customer’s issue. Meanwhile, the customer has to wait just as long for an answer — with customer satisfaction plunging lower each passing minute.

Slow customer response time leading to poor customer satisfaction.

Time-consuming process for agents to look up the right information to solve customer issues.

High customer and agent attrition.

## Persistent’s Machine Learning-Powered Customer Service Acceleration Solution

Persistent’s customer service acceleration solution shortens issue resolution time and pathways with Amazon Kendra-powered search on Salesforce. It enables higher agent productivity and reduces their learning curve by empowering them with precise recommendations in the form of answers to FAQs, knowledge articles, and other customer insights in the all familiar Salesforce environment.

The solution elevates customer satisfaction by enabling customers to quickly resolve issues

all by themselves. Customers merely need to enter a question or a phrase and the solution performs a search across multiple repositories to rapidly get the most relevant information to handle the customer issue.

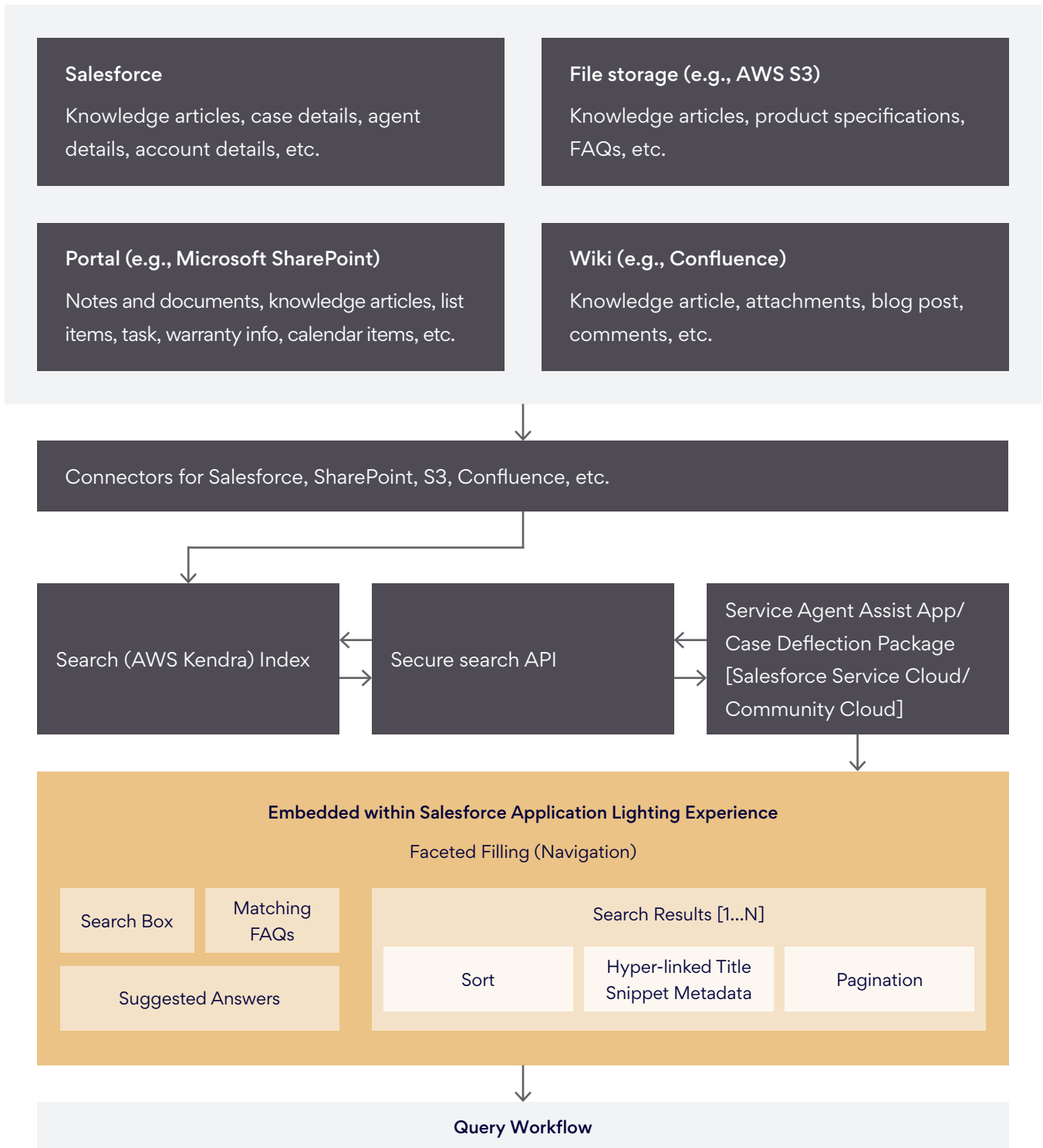
The solution helps you tackle common, repetitive issues without involving your agents, reducing their pressure and freeing them up to focus more difficult customer requests and upselling.

Enhanced service agent productivity with issue resolution recommendations and answers within Salesforce

Improve customer satisfaction with self-service within Salesforce knowledge communities

Get more value from Salesforce investments

# How It Works



# Customer Story: Salesforce Knowledge Accelerator for a Leading Insurance and Financial Services Company

## Challenges

- \ Product and customer information spread across silos
- \ Slow customer response time leading to low customer satisfaction
- \ Low agent productivity due to an inability to quickly find the right information

## Solution

- \ Implemented the customer service acceleration solution for Salesforce
- \ Delivered a single cognitive search interface that returns highly relevant information and answers within the Salesforce environment
- \ Enabled self-service for common, repetitive issues

## Outcomes

- \ **33% reduction** in time spent finding the right information
- \ **Higher agent productivity** and **faster customer response time**
- \ **Increased** up-sell and cross-sell **conversions** with the right recommendations
- \ Personalized account management and **improved customer satisfaction**

Reduce the pressure on your customer service agents and improve customer satisfaction.

[Request Demo](#)

## About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,500+ employees is spread over 18 different countries across the globe.

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