

Entertainment Company

Industry - Entertainment

Products Used - Agentforce Service Agent



Industry

Entertainment

This company is the parent company to several major sports teams in New York. Through programming, marketing, sales, and operations, they deliver dynamic content and experiences for fans and audiences.

Products Used



Agentforce



Service Cloud

Challenge



The client wanted to implement an agent on their public-facing site to deliver more personalized and efficient customer interactions. The challenge was to create an agent capable of answering general FAQs, providing ticket event information, and logging cases when necessary. The goal was to improve customer experience while maintaining accurate data handling and efficient communication.

- Delivering personalized interactions that meet the specific needs of each customer.
- Answering general FAQs and providing real-time ticket event information.
- Ensuring seamless case logging when customers require further assistance.
- Enhancing overall customer engagement without increasing support team workload.

Value Delivered



To improve customer interactions and streamline support, we implemented an Agentforce solution that:

- **Answers Common Questions** – Provides quick responses to general FAQs about the sporting arena and events by pulling data from knowledge articles.
- **Ticket Event Information** – Delivers real-time details about events, including time, teams/performers, and other relevant information from the ticket event object.
- **Self-Service Options** – Empowers guests to find answers independently and manage their inquiries more efficiently.
- **Case Management** – Allows users to create and track cases, with matching based on email to ensure personalized service for individual customers.
- **Ensures Rapid Handling of Complex Cases** – Seamlessly escalates more complex issues when necessary, improving overall service efficiency.

Results



By the end of the project, the client could:

- **Enhance Customer Experience** – Provide guests with quick, personalized answers to common questions about events and the venue.
- **Improve Self-Service** – Offer guests easy access to event details and FAQs, reducing reliance on live agents.
- **Streamline Case Management** – Allow public users to create and track cases, with seamless identification and personalized follow-up based on email matching.
- **Handle Complex Cases Efficiently** – Ensure that more complex issues are escalated and handled swiftly, improving overall service quality.
- **Increase Support Efficiency** – Free up service agents to focus on more intricate inquiries by automating responses to routine questions.