

INDUSTRY | MANUFACTURING

Manufacturing company



This company is, the world's dominant supplier of environmentally safe soil stabilizers and dust control agents.

Challenge

The client faced the challenge of streamlining customer support by providing quick access to product information. While the company had comprehensive documentation on their products, there wasn't a centralized, easy-to-navigate solution for customers to find specific product details. This led to frustration and delays as customers struggled to locate the information they needed. They sought to create a more efficient system that would enable customers to quickly access precise product information without navigating through extensive materials.

- **Efficient Customer Support at Scale** – As they continue to grow, ensuring customers get timely and accurate responses without a dedicated support team became a challenge.
- **Navigating Technical Resources** – They provide extensive documentation, but customers often found it difficult to locate the right information quickly.
- **Maximizing Customer Experience** – Without guided access to solutions, customers could become frustrated when searching for answers, impacting efficiency and satisfaction.

Solution

To address their challenges, we implemented the following solutions:

- **AI-Powered Agent** - An Agentforce agent was implemented to assist customers with any questions related to products or the company, based on the existing documentation. Einstein for Service and Data Cloud was used as an add on to maximize Agentforce capabilities.
- **Knowledge Base Access** - The agent provides easy access to product and company information, allowing customers to find relevant answers without manual intervention.
- **Self-Service Support** - Customers can independently learn about products and solutions, reducing the need for live agent involvement and improving efficiency.
- **Enhanced User Experience** - The solution streamlines the process, making it easier for customers to access key information and resolve inquiries quickly.

PRODUCTS USED



Agentforce



Service Cloud



Sales Cloud



Data Cloud

Outcome

By the end of the project, our client could:

- Provide customers with **instant, AI-powered responses** to product and company-related questions.
- Enable customers to **navigate and access information** from their extensive documentation without needing live support.
- **Streamline the customer experience** by reducing the reliance on human agents for basic inquiries.
- **Improve operational efficiency** by allowing prospective customers to independently find solutions and answers.

