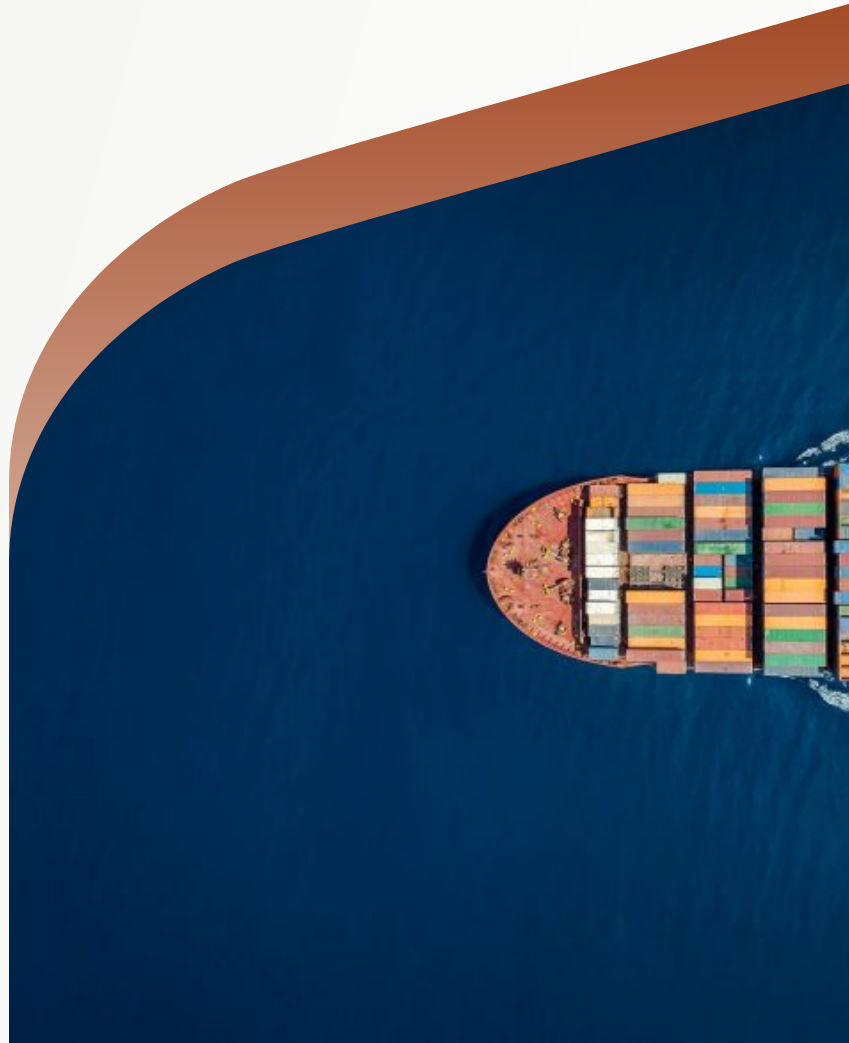


INDUSTRY | TRANSPORTATION

# Transportation and logistics company



The company delivers innovative transportation and logistics services worldwide, with an unwavering commitment to quality and customer service.

## Challenge

The client faced the challenge of providing website visitors with easy access to important company policies, procedure files, and the knowledge base within Salesforce. Visitors often needed help navigating the site to find relevant information, leading to inefficiencies in delivering timely support and answers.

- Website visitors struggled to locate company policies, procedure files, and knowledge base articles within Salesforce.
- Customers often required assistance in navigating the site, leading to delays in finding relevant information.
- The lack of self-service options increased the workload for support teams, reducing operational efficiency.
- Without an intuitive system, visitors faced frustration when searching for necessary documents and company policies.

## Solution

To address their challenges, we implemented the following solutions:

- **Self-Service Access** – Customers and internal users can easily access answers to frequently asked questions via the agent.
- **Knowledge Base Integration** – The agent pulls relevant information directly from their knowledge base, ensuring accurate and up-to-date responses.
- **PDF Integration** – Users can also access and view important PDF documents alongside text-based answers, providing a comprehensive solution.
- **Improved Efficiency** – The agent streamlines the process of finding information, reducing the need for direct support interactions.
- **Enhanced User Experience** – Both external customers and internal users enjoy a seamless, self-service experience that helps them quickly find the information they need.

## PRODUCTS USED



Agentforce



Salesforce

## Outcome

By the end of the project, our client could:

- **Streamline Information Access:** Visitors and internal users can instantly access accurate information from the knowledge base, including FAQs and PDFs, improving overall efficiency.
- **Reduce Support Requests:** With automated, self-service answers, the volume of simple queries requiring human intervention will significantly decrease.
- **Enhance User Experience:** Customers and internal users will benefit from a faster, more intuitive way to find and retrieve critical company information, improving satisfaction and reducing friction.
- **Boost Operational Efficiency:** The knowledge base-powered agent will handle routine queries, allowing staff to focus on more complex issues, saving time and resources.
- **Maintain Consistency:** The service agent ensures that the information provided is always up-to-date, consistent, and aligned with internal procedures and policies.

