

INDUSTRY | TELECOMMUNICATIONS

Telecommunications manufacturer



This company manufactures network-based IP audio and video communication products for integration with VoIP Unified Communication (UC) and mass notification software platforms. Supporting secure SIP and multicast, they have a portfolio that includes IP speakers, IP intercoms, IP paging adapters, IP strobe lights, IP supervision controllers, and endpoint accessories.

Challenge

Users visiting the client's website often struggle to find clear information on how and where to purchase products, whether they are end users, distributors, resellers, or integrators. Without a streamlined process, potential buyers may face frustration or delays in accessing the solutions they need.

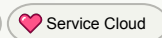
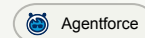
- Provide clear guidance on purchasing options for different customer types.
- Ensure users can easily find authorized distributors and resellers.
- Simplify the buying journey to reduce friction and improve conversion rates.
- Enhance the website's navigation to direct users to the right purchasing resources.

Solution

To streamline the purchasing process, we implemented an external Agentforce service agent that guides users based on their needs and location:

- **Interactive Q&A Process** | The agent asks qualifying questions to determine if the user is an end user, distributor/reseller, or integrator.
- **Geolocation-Based Assistance** | Users specify their country to receive relevant buying information.
- **Dynamic Content Delivery** | The agent filters and presents relevant knowledge articles based on user responses.
- **Case Creation for Further Support** | If no relevant article exists, a case is automatically created with the subject "How to Buy."
- **Comprehensive Inquiry Handling** | The agent ensures all necessary questions from the original "How to Buy" form are addressed before case submission.

PRODUCTS USED



Outcome

By the end of the project, our client could:

- **Provide Instant Purchase Guidance** | Users quickly receive tailored information on how and where to buy products.
- **Streamline the Buying Process** | Clear pathways for end users, distributors, resellers, and integrators to find the right purchasing options.
- **Enhance Customer Experience** | Reduce frustration by offering relevant answers based on user type and location.
- **Automate Support Requests** | If no relevant articles exist, cases are automatically created with all necessary details.
- **Improve Sales and Lead Generation** | Ensure potential buyers are efficiently guided to the next steps, increasing conversion rates.

