

INDUSTRY | TRAVEL, TOURISM & ENTERTAINMENT



GRAND PACIFIC RESORTS  
Time Away... Time Together...



A leader in hospitality and vacation ownership that specializes in providing vacationers with memorable resort experiences. The organization currently maintains 25+ resort properties spread across Hawaii, California, and Utah.

### Challenge

Prior to engaging us in mid-2024, Grand Pacific Resorts — a long-time Service Cloud customer — relied on a standalone voice system to support its call center operations. Upon learning that Salesforce offered a similarly capable telephony tool, the company decided to explore whether it could switch from its existing solution to Service Cloud Voice + Amazon Connect within the short 2-month window before its contract renewal date. Grand Pacific Resorts needed a solution that would:

- Ensure high call quality and replicate functionality that employees were accustomed to (ex., call routing and voicemail drop).
- Could be implemented, tested, and deployed successfully prior to the fast-approaching cutover date.
- Cost less than the company's existing voice system.
- Adopt the call queue prioritizations and processes (e.g., surveys) currently in place.
- Improve the existing process by implementing more features and enhancements (i.e., removing duplicate requests by recognizing repeat callers and inquiries).
- Ensure Directors and Supervisors who are responsible for administering the technology for their agents are fully enabled and aware of features they can leverage to improve the overall employee and customer experience.
- This project aimed to empower Grand Pacific Resorts with Salesforce's latest innovations while driving workflow efficiencies and creating a better experience for employees and customers.

### Solution

We developed an implementation plan for Service Cloud Voice + AWS (Amazon Connect) that aligned with Grand Pacific Resorts' rapid timeline, specified budget, and functionality needs. Once the company signed off on our proposal, our team:

- Used Service Cloud Voice and Amazon Connect to build out a viable alternative to GPR's existing telephony system.
- Worked closely with the service team to ensure that Voice + Amazon Connect would provide the capabilities that reps were accustomed to.
- Activated additional tools (ex., Whisper, Einstein Conversation Summary) to enhance telephony capabilities and provide service reps with more support in their day-to-day interactions.
- Retired external integrations, enabling the service team to operate on one Salesforce platform.
- Held weekly status meetings, daily stand-ups, regular office hours, and ad-hoc sessions to share information with GPR's team, provide enablement support, and keep the project on-track.

### PRODUCTS USED



Einstein for Service



Service Cloud (Voice)



AWS (Amazon Connect)

### Outcome

Post-project, our client is able to:

- Transition telephony operations fully onto Service Cloud Voice + AWS before the company's contract with its existing voice system came up for renewal.
- Reduce the company's telephony spend.
- Enable service team members to deliver better caller experiences at scale.
- Prepare for future Service Cloud innovation and success in a future phase.

