Salesforce and AWS

Service Cloud Voice and Amazon Connect

Challenges
Customers Expect a Connected Experience Across Channels

Customers use an average of 10 channels to communicate with companies, and they expect a personalized experience across them all. Supervisors and Agents need a better way to handle call volume, speed up call resolution, and bring the power of AI/ML into the contact center to deliver a connected customer service experience.

Salesforce Service Cloud Voice Built on Amazon Connect
Integrated Contact Center on the #1 Service Solution

Salesforce Service Cloud Voice seamlessly embeds Amazon Connect into Service Cloud to deliver a new contact center solution that brings together voice conversations, digital channels, and CRM data in real-time for both the Agent and Supervisor. Voice transcription from Amazon Connect empowers Agents and Supervisors to view call and CRM data side-by-side in the Service Cloud console. By offering pre-integrated cloud telephony, automatic speech recognition, and sentiment analysis from Amazon Connect inside of the #1 platform for customer service, Service Cloud Voice enables easy setup of omnichannel routing for phone alongside other communication channels to help organizations deliver great service in real-time.

Benefits

Bringing together the call center agent, the supervisor and the customer, in real time, for the first time.

Streamline Omnichannel Operations
All voice and digital communication channels surfaced in the Service Cloud Console, accessing a common set of productivity tools and AI.

Increase Agent Productivity
Agents can quickly and intelligently handle calls, reducing average handle time, data entry, and call wrap-up time.

Real-Time Supervisor Visibility
Supervisors can view incoming and current calls next to digital conversations in real-time for live routing and call assists.

AI Improves Recommendations
Real-time call transcription from AWS AI/ML enables Agents and Supervisors to leverage Service Cloud Einstein for knowledge articles, next best actions, and recommendations.

Service Cloud Voice and Amazon Connect

As the #1 CRM and the most adopted Cloud Platform, Salesforce and AWS offer cloud services with strategic integrations based on a foundation of security and simplicity. With product innovations in AI/ML, voice, and productivity, and Trailhead training to empower everyone to skill up for the future, Salesforce and AWS are your fastest path from idea to impact. Service Cloud Voice seamlessly integrates Amazon Connect into the Salesforce Service Cloud CRM to provide contact center agents with a complete set of tools in their agent workspace to deliver enhanced customer service support.

Features

Omnichannel Service Console for Agents and Supervisors

With Amazon Connect seamlessly embedded inside of Service Cloud, customers can easily optimize call volume, right alongside other communication channels. Supervisors now have better visibility into calls to provide live coaching, rather than just after the fact. Service Cloud Voice reduces screen toggling for agents, as phone conversations are now inside the Service Cloud Voice console.

Real-Time AI Insights Drive Impactful Phone Conversations

The phone conversation is now captured as data. No longer is the customer service agent the only link between the actual conversation and the Service Cloud platform — now the conversation is captured and stored in real-time with automatic transcription and sentiment analysis. As a result, Service Cloud Einstein recommendations can give agents access to contextual knowledge articles, next best actions, and other intelligence tools.

Case Study: John Hancock Financial Services

Challenges

John Hancock struggled to make it easy for customers to quickly get on the phone with the right agent. It took on average two minutes for customers to make it through an inflexible, impersonal, legacy contact center system.

Solution

Using Amazon Connect and Salesforce, John Hancock customers are routed quickly to the right agent, who is equipped with all relevant context. Managers have access to insights from John Hancock's call data due to real-time transcription and sentiment analysis.

Results

Thanks to a more personalized level of service, call center NPS increased by 80%, the time customers spent in the IVR decreased by 50%, and employee engagement scores increased. Read more about John Hancock's story.

Get started with Service Cloud Voice and Amazon Connect

Visit Amazon Connect or Service Cloud Voice to learn more