



EBOOK

# Reimagine the Contact Center: Salesforce Service Cloud Voice with Amazon Connect

Unify voice conversations and  
digital channels for a personalized  
customer experience

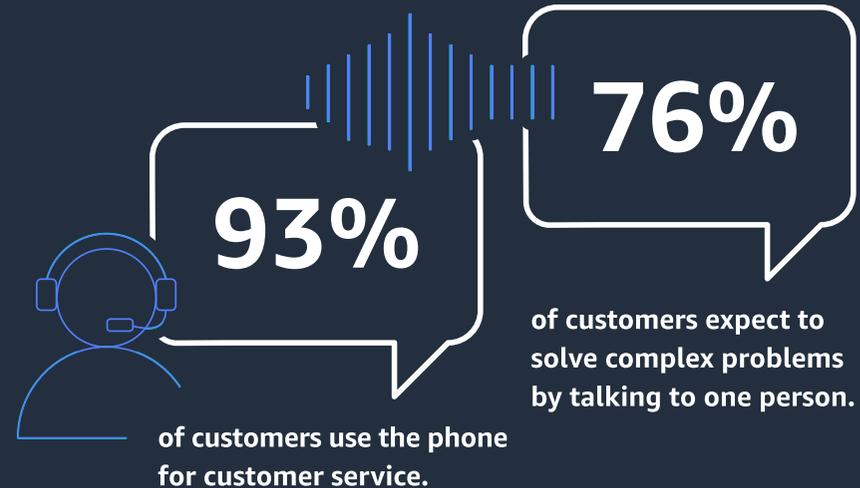


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# The contact center landscape and challenges

Contact center leaders have long faced challenges in delivering the best experience to their customers. Traditionally, their team of agents have had to rely on information from multiple, disparate sources to address customer needs, making it difficult to answer questions quickly or track full customer histories. As customers have increasingly come to expect more connected, personalized experiences across company communications, the contact center has been challenged to keep up.



COVID-19 caused huge spikes in call volumes for contact centers. It also forced a transition to remote work models and the adoption of new digital tools—big operational shifts that are likely here to stay.

Today's contact centers need a more efficient way to handle call volumes, speed up call resolution, and leverage technology to deliver a connected customer service experience.

# Integrated, intelligent solutions

## Amazon Connect

Amazon Connect is an easy-to-use omnichannel cloud contact center that helps you provide superior customer service at a lower cost. Designed from the ground up to be omnichannel, Amazon Connect provides seamless voice and chat capabilities for customers and agents. This includes one set of tools for skills-based routing, task management, powerful real-time and historical analytics, and intuitive management tools. You can set up a contact center in minutes that can scale to support millions of customers from the office or as a **virtual contact center**.

## Salesforce Service Cloud 360

**Service Cloud 360** is built on Salesforce, the World's #1 CRM, and is the most complete platform for delivering customer service experiences. With Service Cloud 360, Customer Service is connected with Sales, Marketing, and Commerce enabling you to deliver proactive service wherever you interact with customers, from the contact center, to your digital channels, to your techs in the field. Your team is armed with built-in AI, automation, and a complete 360 degree view of every customer to ensure a personalized experience every time.

## Salesforce Service Cloud Voice

**Service Cloud Voice** pre-integrates Amazon Connect with Salesforce to create a contact center solution that enables companies to provide a great phone experience to customers, no matter where agents take calls. With Salesforce Service Cloud Voice, telephony is merged with Salesforce CRM, offering streamlined customer service, Omni-Channel visibility for managers, and AI-driven insights, for a better phone-based service experience.



# Better together: Salesforce Service Cloud Voice and Amazon Connect

Salesforce Service Cloud Voice seamlessly integrates Amazon Connect into Salesforce Service Cloud to deliver a new kind of contact center that brings together voice conversations, digital channels, and CRM data in real time for both the agent and supervisor.

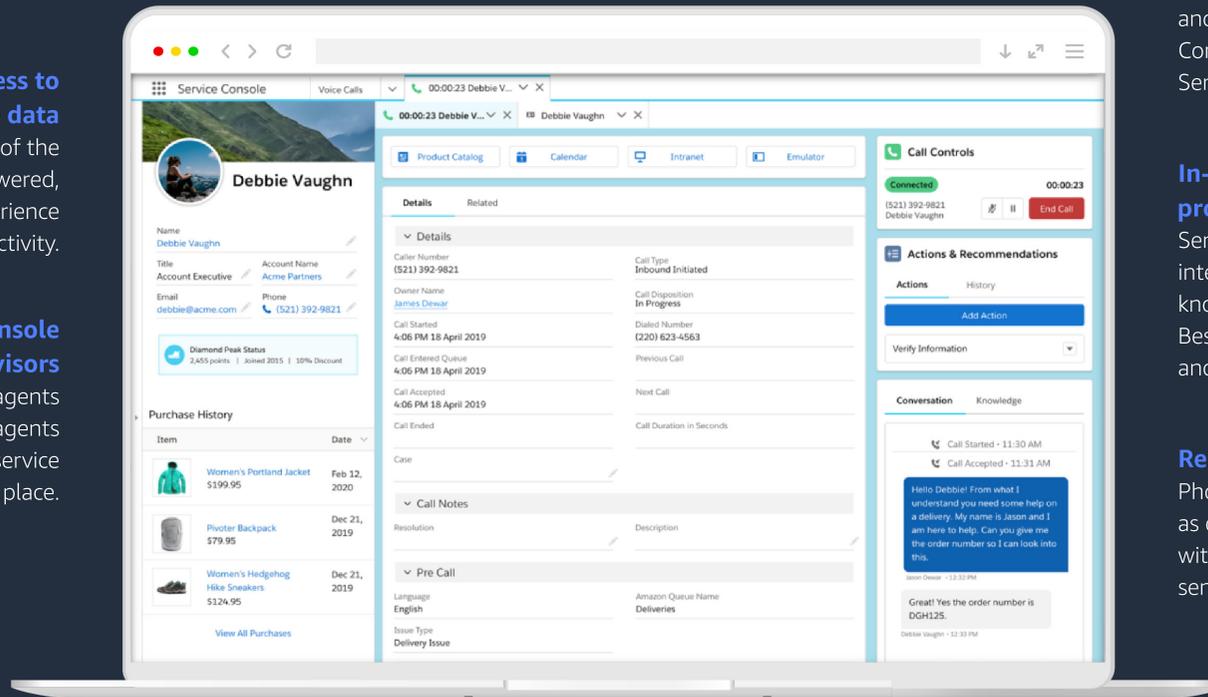
With Service Cloud Voice and Amazon Connect, you can quickly set up an entirely cloud-based contact center, at any scale in minutes, with just a few clicks.

## Instant access to Customer 360 data

Agents see a complete view of the customer as calls are answered, enhancing the customer experience and agent productivity.

## Omni-Channel Service Console for agents and supervisors

Phone calls are routed to agents within omni-channel, so agents handle all customer service interactions in one place.



## Pre-integrated cloud telephony from Amazon Connect

Set up voice interaction, contact flows, and call transcription from Amazon Connect, natively integrated in the Service Cloud console.

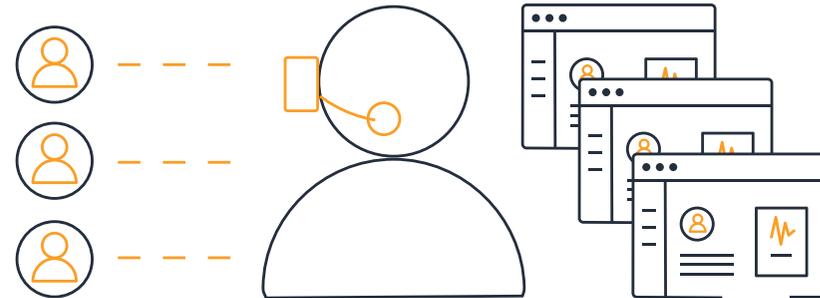
## In-call intelligence and process automation

Service Cloud Einstein artificial intelligence (AI) recommends knowledge articles and Next Best Actions for faster call resolution and increased customer satisfaction.

## Real-time call transcription

Phone conversations are captured as data and stored in real time with automatic transcription and sentiment analysis.

# Unified benefits



**Salesforce Service Cloud Voice and Amazon Connect bring together the supervisor, the contact center agent, and the customer, in real time, to deliver fast, personalized service from anywhere, at a lower cost. With this solution, contact centers can benefit from:**

## **Simplified implementation and integration**

The pre-packaged, pre-configured solution eliminates the heavy lifting of traditional contact center implementations, allowing you to quickly set up an entirely cloud-based contact center in just minutes.

## **Streamlined omnichannel operations**

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

## **Increased agent productivity**

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

## **Supervisor visibility in real time**

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

## **Improved customer experiences**

Real-time call transcription from AWS Artificial Intelligence and Machine Learning (AI/ML) services enables agents and supervisors to leverage Einstein for Service for knowledge articles, next best actions, and recommendations to provide a highly personalized experience.

## **Access to over 175 AWS services**

Easily integrates with storage, analytics, and other AWS services to provide additional value and extended capabilities.

# Systems integrator partnerships

Amazon Connect Delivery Partners are AWS Consulting Partners that have demonstrated both technical proficiency and proven customer success in helping companies build cloud contact centers with Amazon Connect.

AWS Partners validated through the AWS Service Delivery Program can help customers adopt and implement their own Service Cloud Voice and Amazon Connect solution to improve customer experiences and outcomes at a lower cost.

Learn more about Amazon Connect Delivery Partners at:  
<https://aws.amazon.com/connect/partners/>

## Salesforce Accredited Professional Certification

The Salesforce Accredited Professional Certification is a new credential from Salesforce that validates professional-level experience with Service Cloud Voice.

Customers can trust that systems integrators with an Accredited Professional Certification have the knowledge and skills needed to implement Service Cloud Voice and deliver customer outcomes faster.





# Customer story: T2 Systems

**T2 Systems offers comprehensive, unified parking management systems, which include on-street and off-street parking meters, parking permit software, and parking permit enforcement capabilities. In 2019, out of T2's almost 20,000 cases, 50% of them originated as a phone call.**

Before implementation, T2 Systems was using a third-party Computer Telephony Integration (CTI), which was only partially integrated with Service Cloud and didn't actually live in Salesforce. The company had been looking for a solution that could join all its disparate systems and provide a more cohesive approach.

Top Tier Salesforce Partner, GearsCRM, helped the company with an implementation that involved porting the company's main IVR (interactive voice response) system phone line and making changes to T2's internal phone systems.

T2 now has the flexibility to provide customers with a more holistic customer experience. The company can now receive a phone call from a known customer and automatically route it to an appropriate agent. It also provides improved voice call recording, as well as real-time transcription, all from within the Service Cloud agent console.

"We're very happy with Service Cloud Voice with Amazon Connect; the flexibility and the adaptability have been key for us. Customer satisfaction is also key for us, so any system or process improvements that enable us to provide our customers with more efficient and timely service is valuable."

— **Khuspal Liversidge, Vice President,  
Product Support, T2 Systems**



# Customer story: Primary ICT

**Primary ICT is a frontline IT service provider delivering services to schools and local authorities in the United Kingdom, ensuring customers have the technologies available to create efficient and sustainable networks. Its contact center is staffed by a team of ten agents who field more than 1,000 support calls per month, on average.**

The company's legacy phone solution was incompatible with Salesforce, creating an obstacle for agents who needed to access customer records and call histories in real time. The sudden transition to remote work, in response to COVID-19, expedited its timeline for pursuing a cloud-based solution.

AWS Advanced Consulting Partner, Alscient, helped Primary ICT quickly implement the joint solution which streamlined its call routing process, provided real-time transcription functionality, and gave the company direct access to call recordings in Salesforce.

The solution's omnichannel functionality gives Primary ICT the ability to optimize customer engagements based on CRM data. The use of AI/ML enables greater customer engagement through personalized experiences—calls can now be routed to agents based on geography and customer type.

"The IVR flows within Amazon Connect were very simple to set up and provided us with a great deal of flexibility in meeting our needs as they evolve over time. The solution puts us in a great position to be able to effectively deal with the varied queries we get from our customer base and sets us up well for the future."

— James Watson, Managing Director,  
Primary ICT



# Customer story: Sonder

**Sonder is revolutionizing hospitality through innovative, tech-powered service and inspiring, thoughtfully designed accommodations combined into one seamlessly managed experience. Sonder is making a world of better stays open to all with a variety of accommodation options — from rooms to suites and apartments — found in 35 cities spanning eight countries and three continents. Sonder’s innovative app empowers guests by making self-service features and 24/7 on-the-ground support just a tap away.**

As a travel and hospitality-focused business, COVID-19 created unexpected challenges, so Sonder quickly pivoted to provide solutions for guests in need of long-term stays, such as emergency healthcare workers and staycationers. The company wanted to make it as easy as possible for guests to quickly get to the right agent without requiring them to navigate through a complex IVR.

Sonder had an existing Amazon Connect implementation and then migrated to the Service Cloud Voice bundle to take advantage of integration with Salesforce. Soon after, the company piloted a program that allowed it to immediately route calls from guests staying in rentals to team members located in the same city. The goal was to accelerate time to resolution, improve first contact resolution rate, and deliver a better overall guest experience.

The solution has helped Sonder quickly adjust its IVR, scale its service channels, and greatly improve call routing. Telephony integrated directly into Salesforce has also streamlined the representative experience by reducing the number of clicks needed to serve customers quickly and efficiently.

“One of Sonder’s greatest strengths is our ability to rapidly innovate and execute at scale. Our nimbleness and rapid iteration allowed us to launch extended stays as soon as travel restrictions hit, capitalize on our contactless and tech-driven solutions, and implement tools such as Salesforce with Amazon Web Services.”

— **Megan Von Wald, Head of Guest Experiences – Americas, Sonder**

# AWS and Salesforce Strategic Partnership

The AWS and Salesforce strategic partnership continues to offer integrated cloud services based on a foundation of security and simplicity, with innovations in AI, voice, productivity, and cloud training.

Salesforce chose Amazon Connect as its preferred contact center technology and is reselling Amazon Connect as part of Service Cloud Voice, making it easy for organizations to deliver better customer service at a lower cost.

## Customers benefit from AWS and Salesforce:

- Pace of Innovation: AWS and Salesforce are recognized as some of the world's most innovative companies and complementary cloud technologies help deliver new capabilities faster.
- Trusted Infrastructure: AWS delivers on much of Salesforce's public cloud workloads.
- Customer Success: AWS and Salesforce are industry leaders with decades of combined experience and millions of customers.

**Delight customers and streamline your efficiency with Service Cloud Voice and Amazon Connect.**

**Test drive Service Cloud Voice.**

**GET ME STARTED!**



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