

Transform Customer Service on the Cloud

Challenges



Outdated and Inefficient Infrastructure

Legacy, on-premises contact center solutions can be cumbersome to operate and inefficient when scaling to meet seasonal spikes in demand. Additionally, outdated infrastructure makes it difficult or impossible to communicate with customers through their preferred mediums effectively. This can lead to slower resolution times and lower customer service ratings.



Evolving Customer Base

To provide efficient service and continually satisfy customers, your contact center must grow and evolve with your customers and their needs. This could mean the adopting of new communication channels, or integrating emerging technologies with your contact centers to enable faster resolutions. Enacting these changes, however, can be costly, time-consuming, and introduce new risk to your contact center solution.



Contact Center Overhead

Contact centers can be complex, resource-consuming, and require specialized skillsets to setup, manage, and maintain. Additionally, increasing functionality to better serve your customers can mean new third-party engagements, which could add further complexity and unforeseen costs to your operation.

The Combined Solution

Take Control of Your Customer Service Infrastructure

Amazon Connect and Salesforce Service Cloud have made it seamless for you to take control of your customer service infrastructure with a true end-to-end solution. Personalize customer service experiences, proactively engage, and drive unprecedented customer loyalty by fully connecting your contact center with your CRM. Amazon Connect is on-demand and accessible to business users, meaning you can get setup and manage a contact center without any expertise or specialized labor. Entirely cloud-based, this solution removes the traditional burden of running a contact center and allows you to meet demand with elastic scalability.

When a customer reaches out for service, it will be one of their most personal engagements with your brand. By empowering your agents with intelligent tools to deliver efficient service with a personalized touch, Amazon Connect and Salesforce Service Cloud ensure any engagement is a positive experience.

Key Benefits



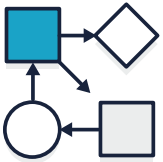
Reduce Contact Center Overhead without Sacrificing Functionality

By integrating Salesforce Service Cloud with Amazon Connect, you can easily implement a mature customer service solution regardless of your organization's size, or the sophistication level of your IT department. Delivering a complete solution through a single integration means you can minimize the complexity of managing a contact center without sacrificing functionality. Amazon Connect and Salesforce Service Cloud are accessible to business users and entirely self-service; enabling you to set up a contact center, onboard agents, and empower them with deep customer context, all with just a few clicks.



High-performance, Reliable, and Entirely Cloud-based

Engage your customers with greater availability, fault tolerance, and performance – entirely from the cloud. Amazon Connect is based on the contact center technology that powers Amazon.com's customer service engagements, supporting millions of customer conversations around the globe. Pairing this solution with Salesforce Service Cloud gives supervisors visibility into real-time performance indicators to analyze customer engagements and continually improve processes and best practices. Salesforce Service Cloud has helped agents resolve cases 48% faster and boosted agent productivity by 47%. Gain all these benefits, while reducing the burden of managing the underlying contact center infrastructure.



Evolve Service to Stay Ahead of Customer Needs

AWS and Salesforce provide the scale and pace of innovation to help you grow and evolve your customer service solution with your business' and your customers' needs. As an on-demand service, you pay for Amazon Connect usage by the minute with no long-term commitments or upfront charges. This means you can start small and scale to meet seasonal or long-term demands. Integrate emerging technologies with your contact center to communicate with customers in new ways, improve service efficiencies, and open new avenues for service.

Salesforce and AWS: Better Together

The integration of Salesforce Service Cloud and Amazon Connect combines your cloud-based contact center with your CRM to give your agents situational context and relevant data to more effectively help customers and better anticipate their needs. By reducing the traditional burden of managing the underlying infrastructure, you can get started more seamlessly and eliminate significant overhead of running a contact center. The level of scale and pace of innovation provided by this solution helps you more easily meet seasonal spikes in demand, and grow your contact center with your business.

Learn how to use the Amazon Connect CTI Adaptor to integrate with Salesforce Service Cloud:

<https://trailhead.salesforce.com/en/projects/build-an-amazon-connect-integration>

Visit our website to learn more: <https://aws.amazon.com/featured-partners/Salesforce/>

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