



**Globant and Salesforce  
help Grupo Flecha Amarilla  
make a leap in customer  
service experience**

**Globant** 

A person with long hair, wearing a yellow t-shirt, blue jeans, and brown sneakers, is walking away from the camera. They are carrying a black backpack with the word 'OAKLEY' written on the back and pulling a black rolling suitcase. The background shows an airport terminal with a glass and metal structure and a sign that says 'YDA'.

# Introduction

Grupo Flecha Amarilla's main goal is to position itself as a sustainable company, a world leader in experiences, innovation, and comprehensive services in the transportation sector, thus consolidating its business diversification. With this goal in mind, Grupo Flecha Amarilla had already adopted **Salesforce's Service Cloud and Marketing Cloud** solutions, unifying all customer service information, optimizing customer service, and improving customer retention rates.

In early 2020, the pandemic triggered a surge in customer service demands at Grupo Flecha Amarilla, so they decided to take another step towards automating their customer service processes. To address the growing demand for customer service and further improve the user experience, a digital engagement add-on to the **Service Cloud** was implemented, including Einstein Bot, Facebook Chat and WhatsApp.

# The challenges

Grupo Flecha Amarilla is a leading business group in the ground passenger transportation sector in Mexico with over 8 decades of experience. It also provides delivery and courier services, as well as services and experiences in the tourism and gastronomy sectors.

They have a fleet of 3,600 buses and a workforce of almost 10,000 employees, and provide more than 8 million travel experiences per month. In recent years, they have diversified their service offering, reaching 9 different business verticals.

The pandemic caused a significant increase in the demand for customer service across all messaging channels (email, WhatsApp, social media messaging, and their chatbot), and consequently challenged the service capacity of customer service agents. The

number of cases led to an increase in customer response time, a problem that could negatively impact customer experience, thus damaging trust and loyalty.

The company's customer service solution was made up of three platforms for tracking customer service and sales cases: web chat, Social Studio and Salesforce. The information from these platforms was not consolidated, so cases coming from social networks or web forms had to be classified manually, causing inefficiencies and more delays in customer service.

The web chat was integrated with Grupo Flecha Amarilla's platforms, which have the information typically needed by the client (schedules, terminals, and service prices), however, the provider did not allow modifications to the tool.



# Project **objectives**

- Achieve **omnichannel communication management** in the preferred channels.
- Offer a **superior user experience**, thus increasing client retention.
- **Enhance the available functionalities** of case creation and management with Service Cloud.
- **Foster self-service** through the WhatsApp channel and the chatbot.
- Enable Grupo Flecha Amarilla to **deliver automatic responses** to its customers with information not only related to Salesforce Service Cloud, but also from systems external to the CRM.
- **Reduce response times** and automate them.



*“The commitment and ownership of the project by the Globant team exceeded our expectations in terms of implementation milestones and results”*

**Jonathan Gómez.**

Commercial and Customer Experience Assistant Manager at Grupo Flecha Amarilla



# How we helped: A customer-centric experience and a new chatbot

To address the larger number of cases and reduce the burden on agents, the company decided to implement a chatbot that would resolve cases faster with **artificial intelligence (AI)**.

**Thanks to the Einstein Bot, 85% of queries can be answered automatically**, allowing agents to focus on the most complex cases. AI-powered bots understand natural language and continue to learn with every conversation in order to evolve and have increasingly better interactions with people. This improved the efficiency and productivity of the customer service system. With a goal of providing assistance to customers at all times and on all channels, the new chatbot was created to handle queries coming from the web, Facebook, and WhatsApp. Having a **chatbot integrated with the omnichannel customer service strategy** meant it was now possible to provide a better experience in the manner, time, and channel preferred by their customers.

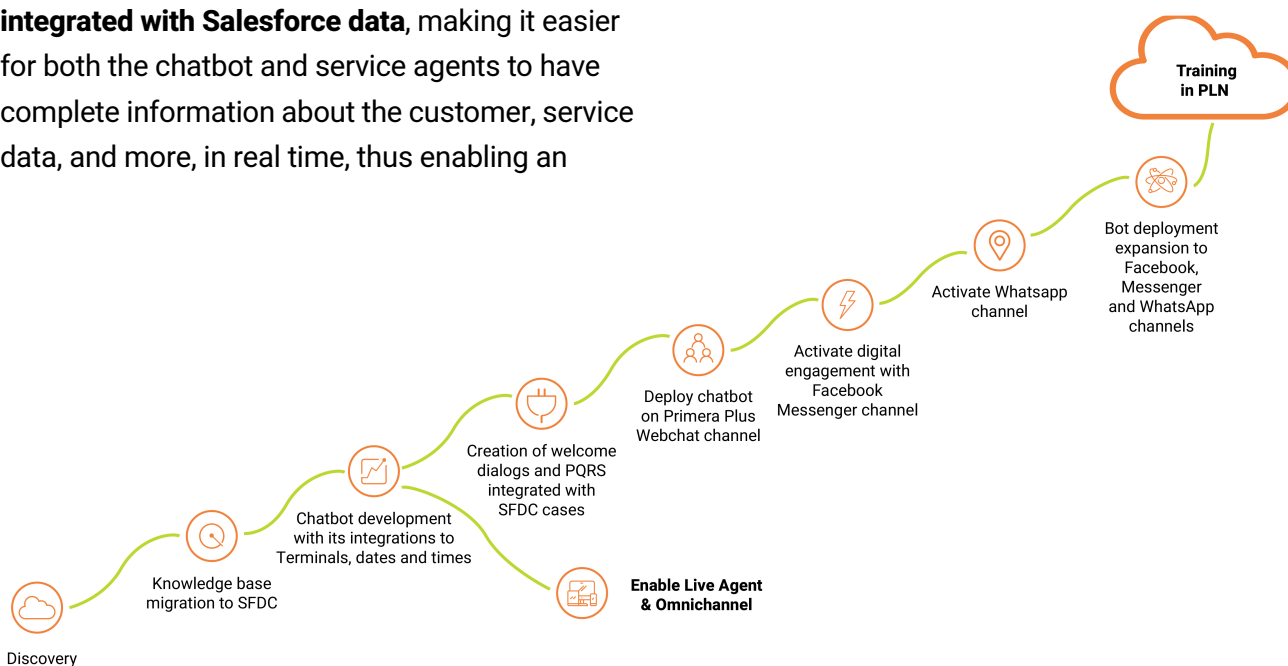
One of the highlights of this Digital Experience project is that the new chatbot is **natively integrated with Salesforce data**, making it easier for both the chatbot and service agents to have complete information about the customer, service data, and more, in real time, thus enabling an

optimal customer service experience. Einstein Bots, unlike other bots, have access to all of the company's information and capabilities, as if they were agents.

Globant specialists carried out the deployment of the platform in only ten weeks, a record time. Grupo Flecha Amarilla and Globant worked together with a Scrum methodology, allowing for the greatest possible agility, collaboration, and transparency.

The diagram below illustrates the steps of the project implementation, which started with the migration of 20 knowledge base articles.

The last stage of the project consisted of training the bot to understand natural language and to be able to process more and more data, allowing it to gradually improve its understanding and its customer service.



# The results: More productivity and better customer service

The new chatbot increased the productivity of service agents by allowing them to focus on the most complex requests.

Thanks to the new bot, 85% of the conversations were automatically and immediately addressed. 15% of the cases requiring personalized attention from an agent are being handled in a timely manner, through the customer's preferred channel, and with all the information available for successful service.

Thanks to the new chatbot, our client was able to:

- Reduce agent workload through the chatbot's self-service.
- Increase customer service channels by integrating WhatsApp.
- Allow case typification and classification.
- Improve response time to customers by using the Einstein Chatbot.
- Reduce call and chat volume at the call center.
- Monitor agent performance through customizable reports and dashboards.
- Provide an easy, intuitive, 24-hour self-service option on all devices.

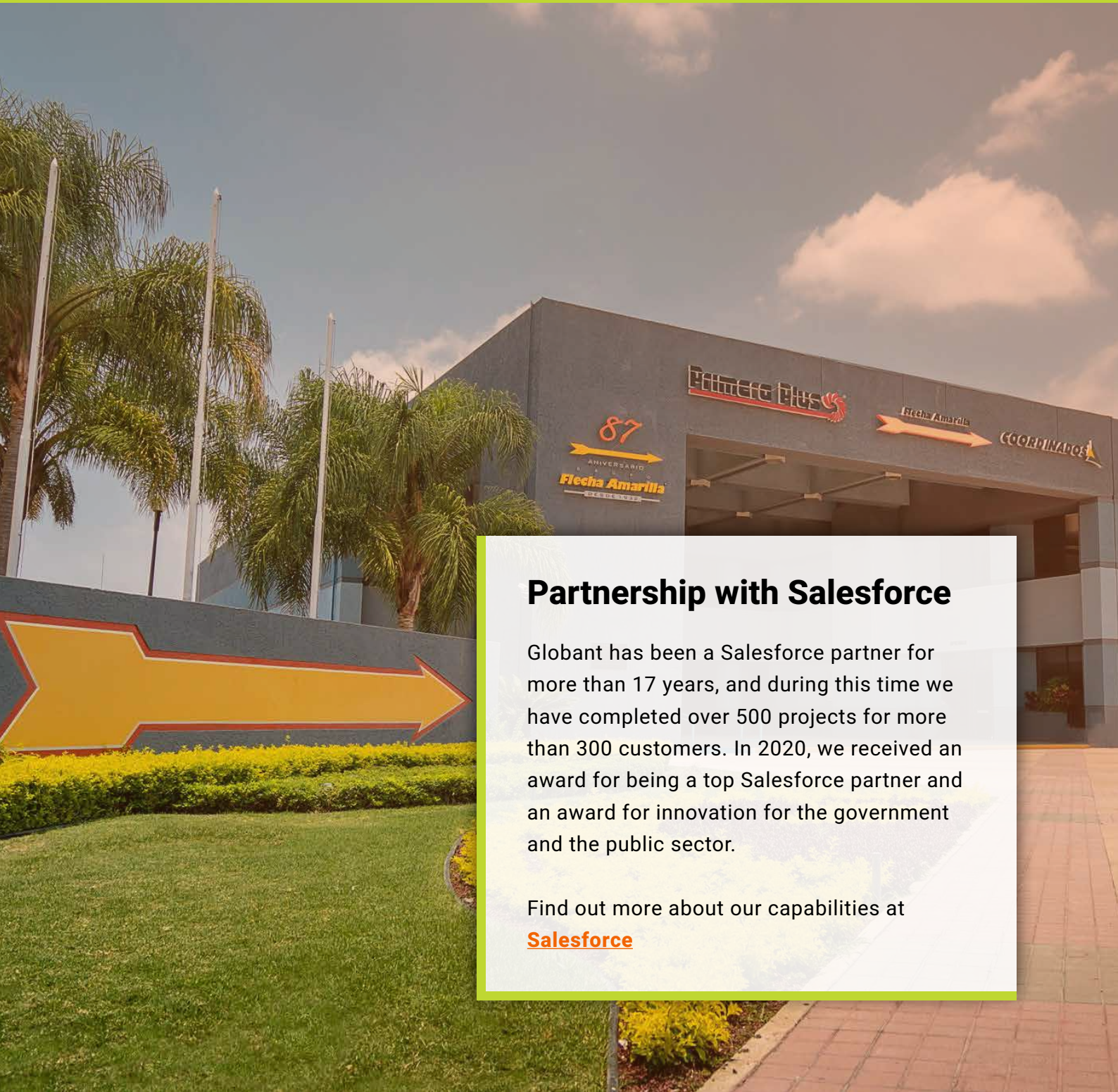


# Conclusion

Globant helped Grupo Flecha Amarilla to create an efficient customer service flow that focused on the users' needs, personalizing experiences in their preferred channels. The project demonstrated the power of Salesforce, and particularly how a tool like Einstein Chatbot, integrated with Service Cloud, can help make the leap in customer

service capabilities and improve the customer experience.

Grupo Flecha Amarilla needed to adapt quickly and improve its responsiveness, and with the new Salesforce chatbot it found a sustainable solution that boosted the entire customer service ecosystem, thus driving the company's growth.



## Partnership with Salesforce

Globant has been a Salesforce partner for more than 17 years, and during this time we have completed over 500 projects for more than 300 customers. In 2020, we received an award for being a top Salesforce partner and an award for innovation for the government and the public sector.

Find out more about our capabilities at [Salesforce](#)

# About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 17,250 employees and we are present in 18 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

**For more information, visit**

[www.globant.com](http://www.globant.com)





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