ACCELERATE THE MODERNIZATION OF YOUR CONTACT CENTER WITH EINSTEIN FOR SERVICE AND CONCENTRIX
Powered by Salesforce

Experience enormous leaps in advisor productivity, customer satisfaction, increased revenue, and insightful analytics to continue to improve your customer's experience.

Why Salesforce Einstein for Service?

For over 10 years, Salesforce has been a leader in delivering AI-driven solutions for contact centers with a sharp focus on AI technology and business results (Salesforce AI now generates over 200 billion predictions per day!). Salesforce's industry leadership has carried over into its emerging Einstein GPT capabilities. The Salesforce AI Cloud combines the power of ChatGPT (and other LLMs planned) with grounded CRM data. And the Salesforce Trust Layer assures privacy and eliminates hallucinations, bias, and toxicity. All with human-in-the-loop best practices to confirm accuracy and enhance tone and personalization in advisor communication.

Concentrix's team of tenured contact center and Salesforce professionals brings decades of experience in solutions to help you modernize your contact center experience and gain immediate value while ensuring future requirements can be layered in. Recent years of cloud, digital, and generative AI developments have led to a new way of viewing contact centers—as experience centers that deliver personal journeys and business value.
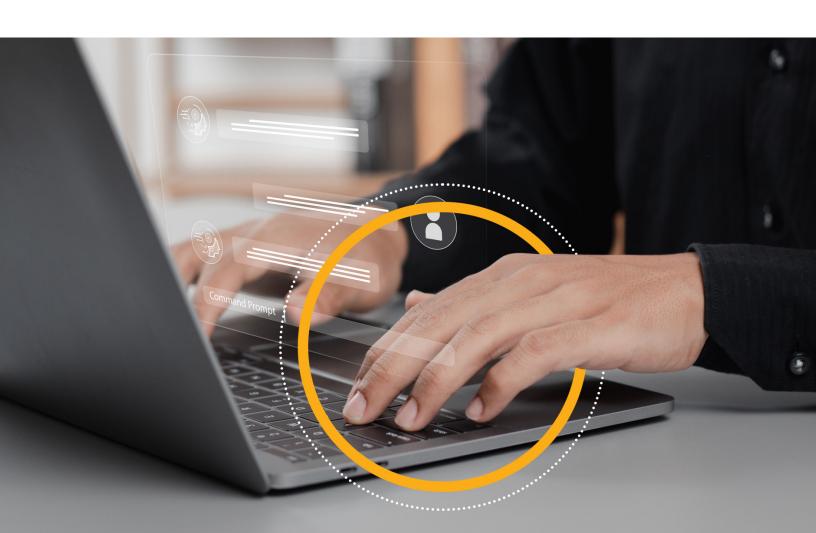
With Salesforce's emerging Einstein for Service capabilities, the case close time can be compressed dramatically, with greater accuracy, and with capture of institutional knowledge for resolution of similar cases. Generate:

- **Service Replies:** Generate personalized responses grounded in relevant data sources at any touchpoint, on any channel (including email, chat, and more).

- **Work Summaries:** Drive advisor productivity by generating wrap-up summaries based on case data and history.

- **Knowledge Articles:** Summarize support interactions to save advisor time and formalize and share knowledge.

- **Drive Customer Support Transformation:** Implement intelligent chatbots powered by Einstein GPT for seamless customer interactions and faster query resolution.

In customer chats, when specific product details are sought, Einstein GPT promptly generates responses, including the sources of information. With a human in the loop, advisors have the freedom to send the response as is, make edits, or even request Einstein GPT to generate a revised version—perhaps a more concise one. Moreover, Einstein GPT can deliver next best actions, empowering advisors to make informed decisions based on their judgment.

And that's just the beginning. Einstein for Service will continue to expand, including the soon-to-be-delivered capability to surface a direct relevant answer based on case context, without having to click into an article.

Allow your advisors to focus on high-value, high-touch activities that increase conversions and drive upselling, cross-selling, and overall revenue—all while reducing average handle time and operational costs.

Why Concentrix?

Blending the Concentrix knowledge, experience, and scale of our Salesforce and contact center capabilities.

Concentrix is an established global leader in customer experience (CX). We reimagine everything CX to nurture brand love and loyalty. It's kind of our thing—behind the scenes, we power billions of customer interactions every day for the brands you rely on, from household names to up-and-comers.

Concentrix's in-house engineering experts have immense knowledge of Salesforce and Amazon Connect, and our solutions are based on accumulated wisdom and hands-on experience. We are a true partner that manages the contact center solution end-to-end, including deployment, business scalability, and security.

Concentrix has a 15-year partnership with Salesforce, offering complete customer journey support, with a commitment to successful outcomes. Grounded in this experience, we've aligned with Salesforce as a leading Salesforce contact center services provider, evolving generative AI for the contact center by defining service offerings, repeatable solutions, and thought leadership, while driving value for contact centers around the globe.

CONCENTRIX™

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Learn more about how we build scalable and resilient support teams to protect your customers' online experiences and your brand reputation:

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www.concentrix.com/trust-and-safety