



## Next Generation Customer Care with Salesforce

Concentrix's Next Generation Customer Care (NGCC) solution optimizes how the people, processes, and platforms in your contact center drive performance. With a focus on driving the optimal outcome for each customer engagement, NGCC ensures an efficient and inspiring experience while reducing the cost of care.

### Challenges in the Contact Center Today with Customer Service

Contact center technology continues to evolve at a rapid pace and while organizations strive to take advantage of these emerging technologies, often there's a lack of oversight and overall vision for how these solutions will impact the business and drive performance revenues. They're unable to connect their technology, data, and people in a way that reduces costs and delivers great experiences for all. In addition, generative AI (GenAI) is accelerating changes to customer expectations, and businesses are struggling to maintain pace. Many organizations find their customer satisfaction and advisor productivity suffering due to disparate solutions that aren't integrated or technology that doesn't meet the needs of the customer.

By not being able to fully embrace advanced technology solutions in a connected way, the business experiences an increase in cost per ticket, the service process isn't fully aligned with the business, and the organization isn't able to scale the service program. What's left is a contact center struggling to achieve modernization while frustrating advisors and disappointing customers.



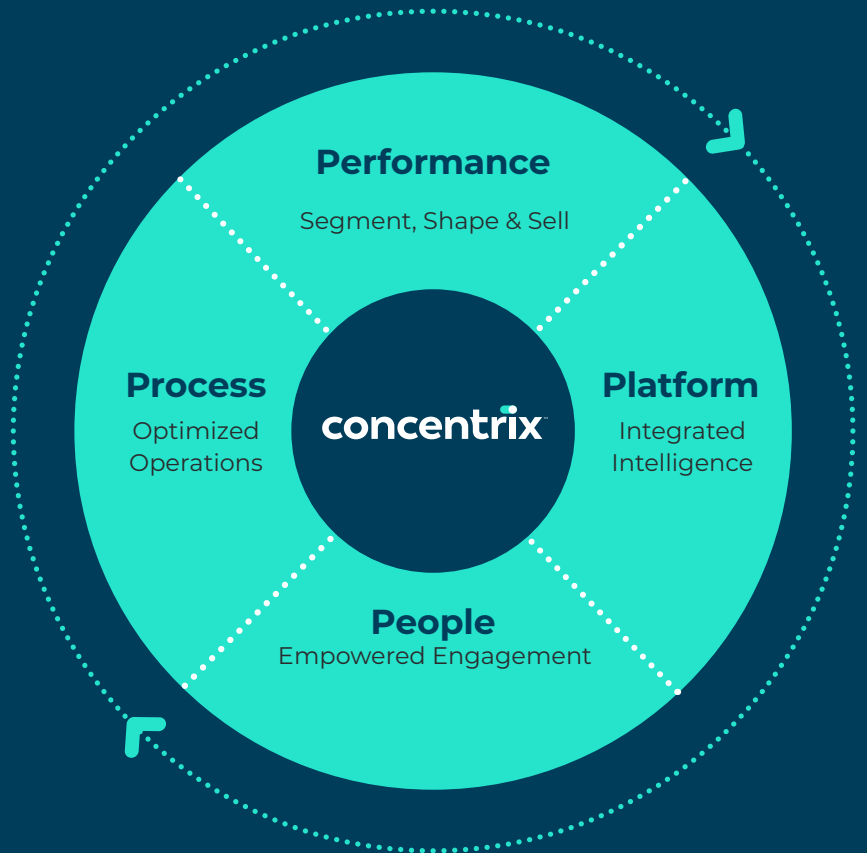
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To meet these needs, Concentrix has built upon our long-standing partnership with Salesforce to bring a solution that marries both leading Contact Center as a Solution (CCaaS) offers, the Salesforce CRM platform, and the Concentrix global delivery expertise rooted in our proprietary accelerators driven by GenAI in our NGCC solution.

NGCC optimizes how people, process, and platforms drive performance to achieve strategic business goals with guaranteed outcomes. Through this solution, Concentrix can de-risk technology transformation and provide a trusted GenAI roadmap where your data and content adheres to governance best practices—all with the ability to support global scale and agility.



Organizations with tech-infused GenAI can expect to see improvements in CSAT and NPS, average handle time (AHT), call containment, cost per ticket, customer loyalty, and business revenue. These outcomes are driven by personalized, proactive engagement through omnichannel integration and automation. Continuous feedback and data-driven insights provide the strategic information needed to adjust as customer and market demands evolve.



## Why Concentrix and Why Salesforce

Concentrix is a global technology and services leader that powers the world's best brands, today and into the future. We design, build, and run fully integrated, end-to-end solutions to support your entire enterprise, at speed and scale.

Salesforce, a global leader in cloud-based solutions, brings the leading integrated CRM platform with a 360-degree customer view through a unified advisor experience. With 10 years of delivering AI solutions, Salesforce provides the trust and capabilities needed to ensure meaningful insights driven by GenAI.

Together, Concentrix and Salesforce offer the strategic design, build, run foundation needed to modernize the contact center with predictive and GenAI solutions. Our 17-year partnership has delivered over 280 multi-cloud projects with 250K+ advisors using Salesforce, managed by Concentrix. NGCC with Concentrix and Salesforce brings together a complete solution to drive better business outcomes and elevated customer service.

According to a Salesforce "State of Service" survey, AI-powered customer service organizations experience:

**82%**

increase in first contact resolution (FCR)

**79%**

increase in CSAT or NPS

**75%**

increase in advisor morale

We combine the full power of our contact center operations expertise and technology with the Salesforce platform to establish performance-based outcomes such as:



**20%**

reduction in cost/  
transaction



**67%**

reduction in  
misrouted  
contacts



**90%**

containment



**85%**

reduction in  
abandoned  
calls

## Key Components

NGCC meets you where your business is today. We partner with our clients to determine what offering fits your needs.

**Migrate:** Accelerated process to consolidate key platform(s) to improve business performance. The Concentrix team will migrate your customer relationship management solution (CRM) to Salesforce Service Cloud and provide advisor workflow training and optimization. Outcomes include acceleration of your IT roadmap and optimized CX performance.

**Elevate:** Managed service to maximize the performance of your existing Salesforce Service Cloud environment. Concentrix will deliver a Salesforce Performance Assessment, integrate your technology and data, and provide guidance on change management to ensure new processes are rolled out across the organization.

**Innovate:** For those organizations looking to de-risk transformation with guaranteed ROI and business outcomes, Concentrix will provide a partnership roadmap to optimize performance across people, process, and technology platforms with: Salesforce Performance Assessment, tech and data integration, change management, and automation and workforce management (WFM).



**At each level, Concentrix guides you through a plan to meet your immediate and long-term business goals.**

**Connect With Us**

**concentrix™**

Discover how Concentrix and Salesforce can redefine your business by combining our end-to-end experience expertise with the Salesforce platform.

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