concentrix™ | salesforce PARTNER

Customer Intelligence
Powered by Data Cloud with Salesforce

Challenges with Customer Intelligence Today

Most organizations still struggle to gain a holistic view of their customers due to fragmented data ecosystems, resource constraints, and insurmountable technical debt. Our Customer Intelligence solution bypasses these challenges, offering a unified, AI-enabled experience that delivers clear and actionable customer insights.

By empowering decision-makers at all levels, even those without an analytics background, our solution allows them to explore data and insights in innovative ways, following trains of thought and uncovering hidden trends. Achieving this level of customer intelligence is no small feat; it requires overcoming the complexities of integrating the right data, orchestrating it across various formats, implementing advanced BI tools, and leveraging generative AI—all while ensuring the insights are secure, meaningful, accurate, relevant, and compliant.

Customer Intelligence Powered by Data Cloud with Salesforce

Built upon our long-standing partnership with Salesforce, our solution marries the latest in data and AI solutions with Concentrix's global delivery expertise.

Our Customer Intelligence solution enables data-driven decisions, improves customer satisfaction, and boosts retention by providing a holistic view of customer interactions. This comprehensive view enhances marketing effectiveness, increases sales efficiency, and optimizes customer support, driving overall loyalty, business growth, and profitability. Customer Intelligence reimagines the user experience, making data more accessible across your organization and the customer journey by harnessing the power of generative AI to deliver data in ways that are more personalized, contextual, and smart.

Sales & Marketing Intelligence
Boosting sales with pipeline insights

Pipeline Conversion

Cross-Sell / Upsell

Customer Lifetime Value

Contact Center Intelligence
Optimizing customer interactions

First Contact Resolution

Customer Effort Score

Average Handle Time

Customer Sentiment Intelligence
Harnessing customer brand affinity

CSAT

NPS

Loyalty

Expected Outcomes

- **Sales Efficiency:** 20-30% increase in lead conversion rates

- **Customer Effort Score (CES):** 20-30% reduction in customer effort

- **Speed to Insight:** 20-40% improvement in insight attainment

- **Decision Latency:** 15-30% improvement in decision time

- **Decision Accuracy:** 20-35% improvement in decision-making accuracy

Why Concentrix & Salesforce

Concentrix expertise in designing, building, and running solutions ensures that your business can thrive in today's dynamic environment. Salesforce, the global frontrunner in cloud-based solutions, offers the premier integrated CRM platform that provides a 360-degree view of customers through a unified, seamless experience. With over a decade of experience in delivering AI-driven solutions, Salesforce brings the trust and capabilities essential for generating meaningful, generative AI-powered insights.

Together, Concentrix and Salesforce form a powerful partnership, delivering the strategic foundation necessary to modernize organizations with predictive and generative AI solutions. This partnership offers a comprehensive, end-to-end customer intelligence solution that not only transforms customer insights but also drives enhanced business outcomes.

17 years of collaboration

280 multi-cloud projects

250K users empowered with Salesforce solutions managed by Concentrix

concentrix

Connect With Us

Learn more about how we can design, build, and run fully integrated, end-to-end solutions to support your entire enterprise, at speed and scale.

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