

Enhancing ECommerce Operations with Agentic AI & Einstein AI Autonomous Intelligence

Mid-Market Retailer Boosts Conversions by 12% with Autonomous Agents

Delivered by Agivant | Powered by Salesforce Einstein Copilot + Google Gemini

The client's growing product catalog and rising support inquiries strained their sales and service operations.

- ▶ Inquiries and service tickets were growing linearly, increasing pressure on support teams.
- ▶ Lack of personalization in responses limited upsell/cross-sell opportunities.
- ▶ Manual handling of L0/L1 queries delayed resolution and increased operating costs.
- ▶ Sales agents lacked actionable insights during live interactions, impacting conversions.

Agivant's Agentic AI & Einstein AI Solution

Agivant implemented a comprehensive solution combining Agentic AI with Salesforce Einstein Copilot and Gemini-powered insights—enabling intelligent sales and service automation at scale.

Key Capabilities Deployed

End-to-End Automation for L0 & L1 Queries

Autonomously resolves 100% of L0 and up to 90% of L1 queries, significantly reducing service time

Accelerated Support with Real-Time Intelligence

Leveraging Einstein AI and Gemini, the system delivers context-aware, live responses, improving first-contact resolution

Service Efficiency that Drives Revenue

With routine queries automated, human agents focus on high-value conversations, leading to increased sales volume, faster conversions, and deeper CX

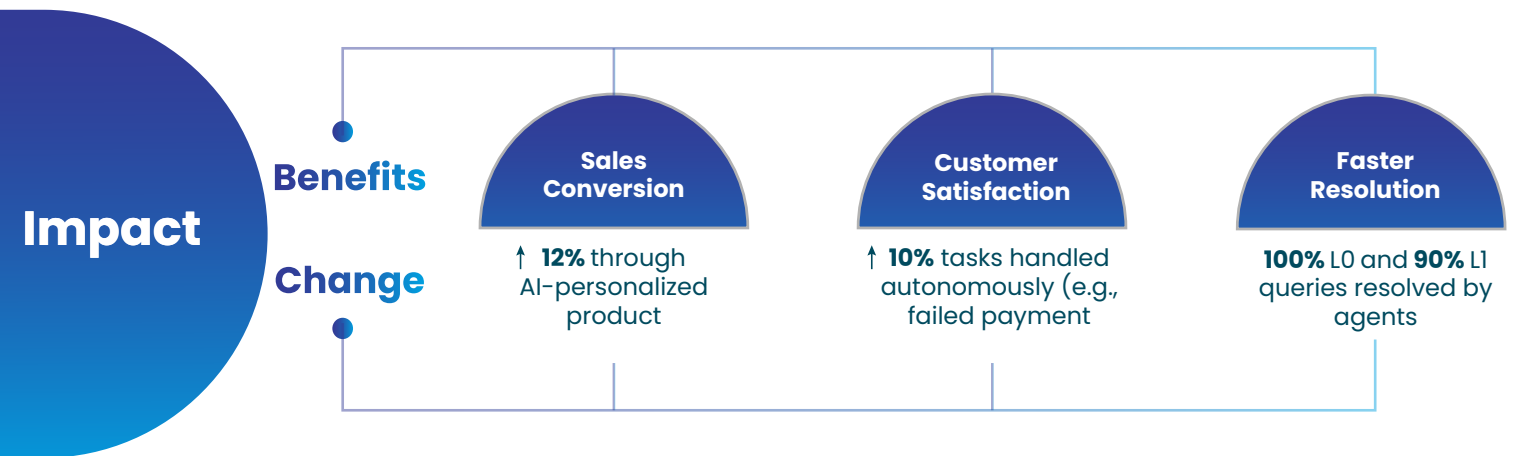
Embedded Cybersecurity Layer

Autonomous fraud detection modules mitigated security risks in real-time

Tech Stack

- **Salesforce:** Service Cloud, Einstein Copilot
- **Google:** Gemini 2.5 Flash
- **AWS:** Amazon Connect





Voice of the Customer



We no longer rely solely on human support for simple tasks. Our AI agents are proactively helping customers, converting leads, and resolving issues before they escalate



Agivant Services

AI and Data

Cloud Transformation

Platform Engineering

Agivant: Your partner for a faster, smarter, more agile future



Measurable outcomes to drive transformative growth

Business @Impact



Differentiated Solutions for disruptive innovation

Innovate @Core



Agile and Adaptive approach to changing tech ecosystem

Build @Speed



Experts with Amplified AI capabilities

Growth @Scale



Partner to create an impact and change 50K lives

Purpose @Change