uptima

CASE STUDY

2

Week Project

4

Future Use Cases
Identified.

Results

- **Improved Accuracy & Consistency –** Ensures agents provide standardized and up-to-date information to customers.
- **Enhanced Customer Satisfaction** – Faster, more informed responses lead to improved customer experience.
- **AI-Powered Recommendations –** Suggests the most relevant links based on the context of the conversation.
- Initial Success in the Business along with executive sign off for 4 additional use cases

Challenges

Agentforce is being leveraged to improve the customer experience by providing quicker access to answers for frequently asked questions, allowing customers to receive the information they need in a more timely manner—without having to wait for human intervention.

Solution

The Agent will provide helpful links and text-based responses to customers based on information available on the UFL Website. This includes details about schedules, safety protocols, ticket purchasing, and other relevant information. Customers will be able to engage with the agent on the UFL Website & Mobile App!

⟨UFL⟩

Executive Sponsor

Leslie Basler
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Industry Alignment

⬤ Entertainment

Services

- Transformation & Implementation

Products

- Agentforce
- Data Cloud