

TECHNOLOGY

Industry Insider



See how our partner Perficient tackles challenges in the technology industry. From big-picture problems to the needs of a VP of customer experience, Perficient has it covered.

Perficient is a global consultancy modernizing platforms and processes with AI-optimized solutions. With more than 20 years of Salesforce expertise, Perficient connects people, applications, AI agents, and data to scale outcomes and confidently build agentic enterprises.



Here's how Perficient helps technology, media, and telecommunications companies achieve AI-driven automation, data unification, and personalized experiences.



Deliver Faster, Smarter Support

Give support team members instant access to real-time data and knowledge libraries for faster, more accurate outcomes. Empower AI-driven support with Data 360 insights to improve case routing, resolution, and escalation.



Turn Disconnected Data into Actionable Insights

Break down data silos by consolidating demographic, behavioral, and product usage insights into a single customer profile. Gain visibility into engagement analytics, generate scores, and unlock actionable insights to drive smarter customer engagement.



Personalize Experiences at Scale

Enable hyperpersonalized recommendations, offers, and communications powered by real-time intelligence and grounded in a 360-degree view of the customer. Tailor upsell recommendations and recognize signs of churn for immediate action.

Next: See how a VP of customer experience uses Perficient to unify data, automate workflows, and personalize every interaction.

The Solution

Perficient helps companies connect customer, usage, and engagement data into a single record of reference. This powers intelligent service, marketing, and sales interactions.

Turn disconnected data into actionable intelligence.

The Challenge: Companies that manage complex data sets struggle to connect it all.

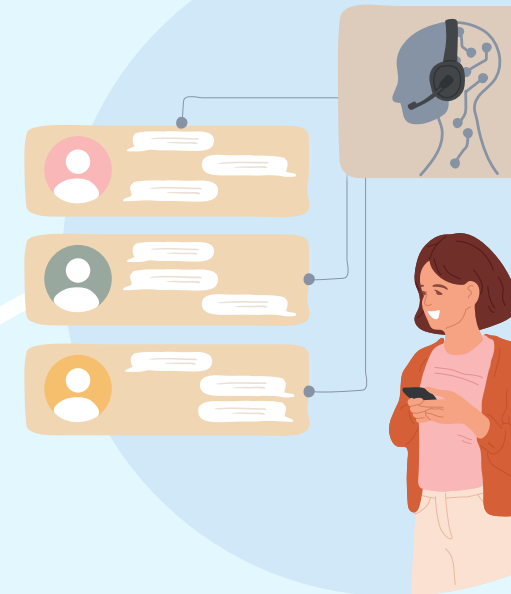
The Solution: Data 360 harmonizes and democratizes data from all sources to create a unified customer view. This empowers Agentforce agents to anticipate customer needs and automate routine tasks for faster, more personalized service.



Automate engagement with intelligent agents.

The Challenge: Manual triage and routing cause inconsistent experiences, long resolution times, and increased operational costs.

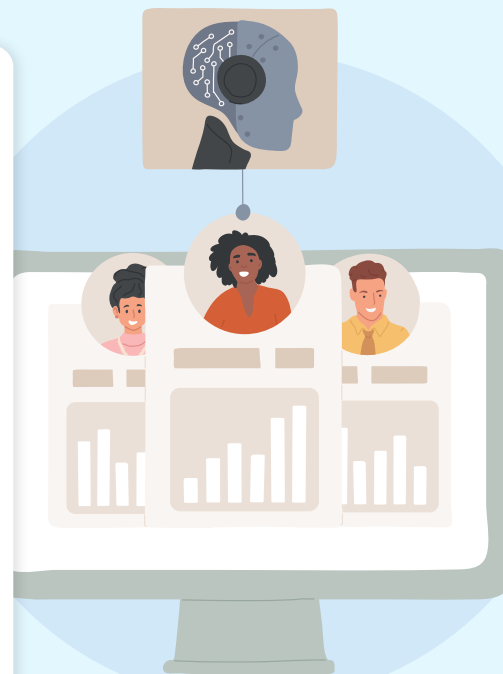
The Solution: Agentforce automates service workflows, intelligently routes cases, and surfaces the right data. This helps reduce response times, improve case deflection, and free up teams to focus on high-value interactions.



Predict churn to optimize revenue.

The Challenge: Without visibility into key behavioral and usage data, accurately anticipating churn or forecasting renewals is nearly impossible.

The Solution: Data 360 and Agentforce analyze behavioral patterns, product usage, and sentiment data. This helps companies identify risk and trigger timely, personalized outreach faster.



Deliver personalized experiences across every channel.

The Challenge: Disconnected marketing and service platforms make it difficult to deliver consistent, relevant experiences.

The Solution: Using Data 360 segments within Agentforce Marketing, companies can personalize every touchpoint based on real-time behavioral data. Personalization drives loyalty, renewals, and customer lifetime value.



The Scenario

Here's how Perficient helps a VP of customer experience leverage Data 360 and Agentforce to unify data, automate workflows, and deliver personalized engagement at scale.

Jordan Lee

VP, Customer Experience



Jordan leads customer engagement across support, marketing, and retention for a national telecommunications provider. His mission: Improve satisfaction, reduce churn, and deliver consistent experiences across digital and physical touchpoints — all while aligning data strategy with AI and automation initiatives.

His Goals:

- Deliver a fast, consistent omni-channel experience
- Improve retention and reduce churn
- Unify customer and usage data
- Enhance personalization across communications

His Challenges:

- Fragmented data across CRM, billing, and support systems
- Limited visibility into customer sentiment and behavior
- Inefficient manual processes that slow down resolution times

Perficient empowers Jordan to deliver faster, unified omni-channel experiences by helping him:

Unify customer records.

Perficient uses Data 360 to unify CRM, billing, and usage data into a single customer record. This provides Jordan and his team with a 360-degree view that powers real-time insights and automation.

Deploy Agentforce Service Agents.

Perficient empowers Jordan's team to handle common inquiries and triage tickets with the help of Agentforce. Service agents can surface contextual data to human support reps, speeding up resolution.

Activate personalized campaigns.

Agentforce Marketing uses near-real-time segments from Data 360 to personalize customer experiences across channels. This improves engagement rates and reduces unsubscribes.

Flag risk and trigger outreach.

Data 360 arms Jordan with the tools he needs to immediately flag churn risk and trigger retention outreach. This helps him boost renewal rates and customer satisfaction scores.

[Learn more about Perficient](#)