



# SIMPLUS

an Infosys company

## CUSTOMER SUCCESS STORY



## ABOUT CLIENT

The client is a technology leader working in the communications industry to connect agencies and enterprises with top-tier wireless solutions.

## EXECUTIVE SUMMARY

We enhanced customer UX and service experience with Agentforce with this telecommunications client.

## CHALLENGES

The client sought to leverage AI to enhance its CX with a digital assistant for messaging, providing quick resolutions to customer queries. Additionally, the client also sought out Agentic AI to enhance its customer service efficiency to resolve custom customer problems with a Knowledge Agent. Overall, the client was aiming to achieve the following business objectives:

- Establish a digital assistant for enhanced customer UX capabilities
- Unified knowledge base for service staff (human or agentic AI) to provide improved customer service

## HOW WE HELPED

Infosys and the client have been engaged in a strategic partnership for over a decade. Our years of experience with the client's business processes and long-term vision were critical to this project and many others. Our work has proven its value with the client time and time again—we are now the client's sole partner for all Salesforce work.

For this initiative in particular, we worked with the client to identify Agentforce uses cases that would add the most value to the client's objectives and customer experience. We also defined a roadmap starting with POCs for the key use cases with a value-driven capability framework. The solution and pilot are already being received exceptionally well by the client.



IMPROVED CASE  
DEFLECTION



ENHANCED CUSTOMER  
EXPERIENCE



INCREASED STAFF  
PRODUCTIVITY



MORE ACCURATE CUSTOMER  
SERVICE RESPONSES



A SCALABLE AI  
STRATEGY