

# Capability Network SONG- SERVICE CLOUD VOICE: STAGE 0 DECK





# AGENDA

- **CN SONG Overview**
- **Service Cloud Voice Solutions and Features**
- **Value Proposition**
- **Partner Ecosystem**
- **Credentials**

# CN SONG

## SALES & SERVICE

### Offering Overview

#### EXPERTS

- **450+** skilled resources across **5 nodes (53% I&D)**
- Skill Proficiency in Contact Center **Journey to Cloud Strategy**, Assessment & Transformation, **AI Powered Care & Service Optimization**, **B2B/ SMB sales, CPQ, ICM**

#### PERFORMANCE

- Won 22 deals **~\$154M** in **FY22**
- Strong pipeline of **20 deals** worth **~\$100M**
- Key Sectors - **PRD, H&PS, Resources, CMT, Products and FS**

#### ECOSYSTEM

- Strategic alliance partnerships with key platform vendors driving **~70% of our current business**
- Key Vendors - **Genesys, NICE, AWS, Salesforce, Microsoft, Google, Varicent, Zilliant, PROS, Conga**
- Strong interlocks with **AABG, AGBG, AMBG (Avanade)**

#### ENGAGEMENT

- Focus on **SONG interlock & collaboration** across capabilities
- Invest in new entrants in cloud CC ecosystems - **Customer Success, Sales CC, B2B, Cognitive Ops, Next Gen CC**
- Participation in Sales & Service global campaign, B2B sales campaign (inc. channel), Microsoft & Google Campaign



#### SALES TRANSFORMATION

50+



#### SPEND OPTIMIZATION & PRICING

30+



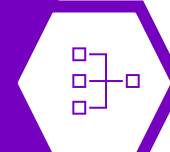
#### JOURNEY TO CLOUD CONTACT CENTER

330+



#### AI POWERED CARE

80+



#### SERVICE OPTIMIZATION & TRANSFORMATION

85+



# No. of resources

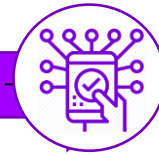
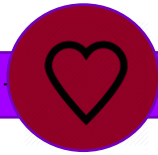
# A New Solution for Contact Centers

**Customer  
360 Service**

**Service Cloud  
Voice**

**Einstein for  
Service**

**Digital  
Engagement**



**Pre-integrated,  
out-of-the-box  
telephony**



Amazon Connect

- Globally Available in Summer 2020
- Embedded cloud telephony from Amazon Connect
- Telephony set-up and billing from Salesforce

**Bring your own  
telephony  
with a CTI partner**



- Globally Available in 2021
- Compatible with a range of telephony partners
- Telephony set-up, billing and support from external provider

You have a  
choice with  
Salesforce  
Voice

## WHAT YOU GET WITH SERVICE CLOUD VOICE

### What it is?

- Service Cloud + new voice data model + a new voice API + bundled AWS services (in term of usage)
- A new paradigm for telephony integration (beyond CTI)
- An Add -On to Service Cloud or Sales Cloud

### What it isn't?

- Service Cloud + Amazon Connect
- Included telephony minutes
- A product that can be built by customer





# Why Service Cloud Voice

Service Cloud Voice is a Contact Center Solution that natively **integrates Telephony & CTI capabilities with Salesforce.**

Service Cloud Voice provides seamless phone support from any office or virtual location. It enhances the agent experience by allowing them to interact with voice call controls and data seamlessly by incorporating the Voice channel directly into the Omni Channel solution.



**Pre-integrated**  
and out of the box  
integration with  
Amazon Connect



**Extensible**  
by supporting  
the ability to  
integrate with  
other Telephony  
providers



**Improved Agent  
Productivity**  
by simplifying accepting  
calls, navigation, notes  
capturing etc.



**Centralized UI**  
through Service  
Console which  
provides Customer  
360



**Real-time Voice  
Insights & Call  
monitoring**  
for supervisors via  
Omni-Channel  
Supervisor

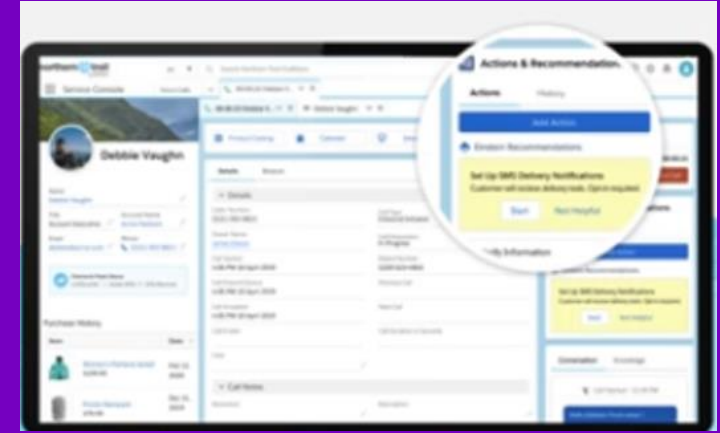


**Out of the  
Box  
Analytics  
Capabilities**  
Via Tableau CRM



**Integrated AI  
Capabilities**  
Via AWS and SF  
Einstein

# Service Cloud Voice Features



## Agent Experience

- Transfer to External Number/Queue
- Call Merge and Warm Transfer
- 'Voice Call' Availability for Agent
- Lightning Softphone Component
- Click-to-Dial
- Real-Time Transcription
- Einstein Next Best Action
- Global Search on Conversation Entry
- Knowledge Articles

## Routing

- Inbound/Outbound Calls
- Unified Omni-Softphones
- Queues
- Routing Profiles
- Advanced IVR Call Flows
- Call Flow Integration
- Extended AWS Services

## Omni-Supervisor

- Real-Time monitoring
- Call Barging
- Embedded agent call and status control
- Call playback/ recording
- Call Analytics and Reporting
- Cross Channel Agent View
- Supervisor Multi-Call View
- Drill Down by Agent, Region, Customer Contact
- Customizable Dashboard



# How Service Cloud Voice differs from open CTI

	Service Cloud Voice with Amazon Connect	Service Cloud Voice with other telephony partner	Open CTI
Integrated call flow and IVR control with Amazon Connect	✓	✗	✗
Advanced real-time call transcription	✓	✓	✗
Screen pop and telephony controls	✓	✓	✓
Single integrated omni channel widget for all channels	✓	✓	✗
Omni-Channel softphone	✓	✓	✗
Integrated call storage and retrieval with Amazon Connect	✓	✗	✗
Advanced Omni-channel Supervisor	✓	✓	✗
Out of the box Einstein for Service integration	✓	✓	✗
Single and predictable billing	✓	✓	✗
Roadmap	✓	✓	Limited
Core CTI features	✓	✓	✓
Advanced CTI features	✓	✓	Limited
Call transcription and recording	✓	Limited	Limited
Einstein powered productivity	✓	✓	✗
Omni-channel supervisor support	✓	✓	✗
Supported telephony	✓	✓	AppExchange
Out of the box billing   Unified billing	✓	Limited	✗
Support	✓	✓	✗



# Advantage of enabling Service Cloud Voice for existing Salesforce customers

- Gain a complete view of the customer and empower your customer service agents with better tools and more powerful insights.
- Close cases faster with access to Einstein intelligence and
- Work more efficiently, from anywhere with Salesforce Service Cloud Voice.
- Integrate Service Cloud Voice with the telephony partner of your choice or purchase pre-integrated out-of-the-box telephony from Amazon Connect.\*
- Agents can help customers more effectively when your phone channel runs seamlessly inside of Service Cloud — right alongside your web and social channels.
- Bring the power of AI to your customer service calls with Service Cloud Voice
- Einstein analyses customer-agent conversations and serves up the right knowledge articles and next steps, which empowers agents to solve customer issues faster
- Transform your call center with proactive and personalized service.
- Service teams can exceed customer expectations with accurate purchase history and a full view of prior customer conversations.
- Your agents won't need to put people on hold, fumble for answers, or transfer customers to other departments.
- Contact center supervisors constantly monitor customer calls for new issues where agents need further training.
- Give supervisors real-time insight with Service Cloud Voice.
- Ensure faster case resolution and streamline new agent onboarding when supervisors understand the ever-changing agent experience.

**BOOST  
PRODUCTIVITY**

**INTEGRATE  
CALLS EASILY**

**ANSWER THE  
PHONE WITH AI**

**MAKE IT  
PERSONAL**

**OPTIMIZE  
TRAINING AND  
MANAGEMENT**





# Salesforce – Partner Telephony Ecosystem



# Service Cloud Voice – Global Implementation

## US based leading Pharmaceutical



### APPROACH

- Contact Center Migration and Transformation for US based leading Pharmaceutical.
- Supported the contact center transformation from discovery till go-live implementation.
- Salesforce Service Cloud Voice implementation to enable
  - Contact Management
  - Voice call transcription
  - Pause/Resume of call recording functionality
  - Omnichannel softphone & Omni Supervisor Dashboard.
- Configuration of voicemail solution along with agent email notification facility.
- Realtime call monitoring and speech analytics.

### SOLUTION

#### **AWS(AmazonWebServices)**

- Connect (Core Contact Center)
- Amazon Lex (AI/ML)
- Voicemail
- Transcribe (Automated speech to text)
- CloudFormation (Serverless)
- Lambda (Executable Function/Scripts)
- DynamoDB (Database)
- S3 (Storage)
- CloudWatch (Logging, Monitoring)

#### **Salesforce Service Cloud Voice**

- Omnichannel Softphone
- Pause and Resume Call Recording
- Agent-to-Supervisor Voice transcriptions

### BUSINESS OUTCOME

- Amazon Connect integration with Salesforce Service Cloud Voice for 15+ countries enabling 1400 agents to place inbound and outbound calls.
- Implementation of **Voicemail functionality** for reducing average queue time and advance customer experience.
- Provisioned Omni-Supervisor functionality for Supervisors to monitor the agent with real time transcription and agent-to-supervisor realtime interaction capability.
- **Automation of deployments** in multiple environments via Cloud Formation templates.
- Successfully shifted different vendors & service providers of multi countries under one umbrella

# Service Cloud Voice – Global Implementation

## France based leading Pharmaceutical

### APPROACH

- Supported the contact center transformation from discovery till go-live implementation.
- E2E Service Cloud Voice Solution with prebuilt integration
- Dynamic JSON driven reusable call flows approach
- Customer Identification and Account Mapping to Call
- Advanced Agent Desktop with Detailed Call Details, Customer 360 view, Case Creation
- Skill based automatic voicemail routing and agent handling
- Scheduled callback with customer preferred time
- Leveraged Dev, QA, SIT and UAT environments to test functionality

### BUSINESS OUTCOME

- Service Cloud Voice rolled out for 16 countries in different regions like LATAM, EMEA, US
- Monthly Call Volume of 65000+ and 80+ Agents working from home/office
- VDI based Service Cloud Voice Agent desktop to provide Customer 360 view of the caller.
- Business has achieved 99% of service level within 3 days of GoLive
- Automated callback on customer preferred timing reduced the call abandonment rate

### SOLUTION

#### AWS(AmazonWebServices)

- Connect (Contact CenterCore)
- Lex (Bots)
- Lambda (executablefunctions)
- S3 (Storage)
- Kinesis Delivery Streams
- IAM
- DynamoDB
- Infrastructure and Security
- AWS SSO

#### Salesforce Service Cloud Voice

- Omnichannel Softphone
- Pause and Resume Call Recording
- Agent-to-Supervisor Voice transcriptions



# Capability Network – Service Cloud Voice contacts



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