

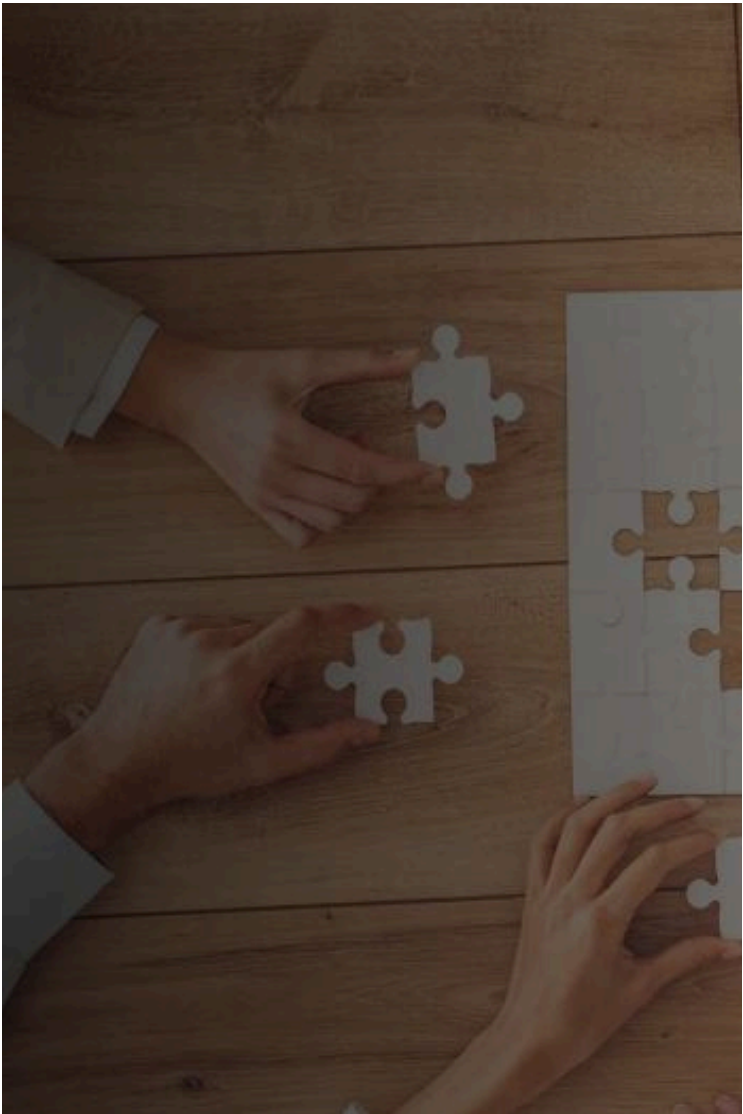
One platform, one so truth, one IBM

Salesforce unites IBM's client, partner
and employee experiences on one
platform



× Close

Hello! How can we help
you?



< Business Challenge Transformation Out

IBM is one of the largest technology and consulting firms in the world, and that's an understatement.

Over 282,000 employees and 50,000 IBM Business Partners support the company's cloud, SaaS, global marketing, and other business units. These business units provide the expertise to help more than 530,000 IBM clients worldwide.

Factor in the hundreds of applications and systems that your employees communicate, and you end up with a complex web of people, technology and data.

IBM is no stranger to the complexity that comes

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The organization has successfully managed multiple hardware, software, services, new acquisitions. Clients typically use solutions from several of IBM, traditionally supported by different teams using different communication channels.

IBM recognized these disparate channels were legacy systems, without improving information-

Clients were directed to different support channels for inquiry and often had to start from square one via phone calls, emails and chat histories were dispersed and were inaccessible to agents and sellers from other channels.

Internally, IBM Client Service and IBM Sales professionals did not have complete client data and activity history, which made service and sales approach challenging. Agents juggling multiple systems to address client concerns made it difficult to find relevant answers to client queries, impacting digital sales experience.

At the industry level, both customers and organizations were adopting digital ways of working and communicating.

As an innovator of hybrid cloud and AI technologies, IBM Sales sought to pioneer a digitized, streamlined sales process that could consolidate its infrastructure and reduce costs.

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Digitization & AI

IBM Watson virtual assistants held a 58% containment rate for over 9 months

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“Today, clients expect experiences they’re used to in their consumer lives, even in the work environment. Things that were once very transparent are now opaque. To provide that kind of experience, we had to make a radical change.”

Geoff Marinski

IBM 360 Strategy and CTO, Finance and Operations
IBM

Beginning 360-degree transformation

IBM turned to Salesforce, a market-leading cloud provider, with its transformation efforts.

Salesforce creates and supports an integrated CRM, which unifies all client, client service and seller data into a single source of truth. This single source of truth gives IBM’s Clients, regardless of business unit, a holistic view into the client world. Now, the world can collaborate and work together in one unified engagement that meets the client where they are.

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Because of its openness and extensibility, Geof Finance and Operations, felt “Salesforce was th When you look at the scope of things we wanted size, Salesforce was one of the few platforms w scalability we needed with tons of critical out-o

On the journey to Customer 360, IBM started w mentioned above, IBM’s contact centers former and channels for client support.

With the help of Salesforce products and cloud IBM was able to consolidate its phone, email an Service Cloud. This single solution gave agents client’s support activity, including previous inqu support tools all in one place, agents were bette data-driven service at speed.

Despite receiving thousands of calls and inquiri 26% decrease in time to resolution (TTR). Additi point increase in its Net Promoter Score in Q4 o questions faster than ever with the elimination into client activities.

[IBM watsonx Assistant](#) also provides routing ca does so by using automation to intelligently dire Holly Payton, Change Management Lead for IBM says: “When we combined Salesforce with Wat created a CSP that delivers unique experiences the best of both worlds — the power of Custom Watson.”

Self-service virtual assistants resolve customer needing to create new cases. Case Prioritization prioritized list of backlogs to IBM Support Profe minutes a day.

“Working with our world-class integration team CRM platform up and running with the right dat contact centers, we were able to leverage Sales our transformation into Sales Cloud and the res

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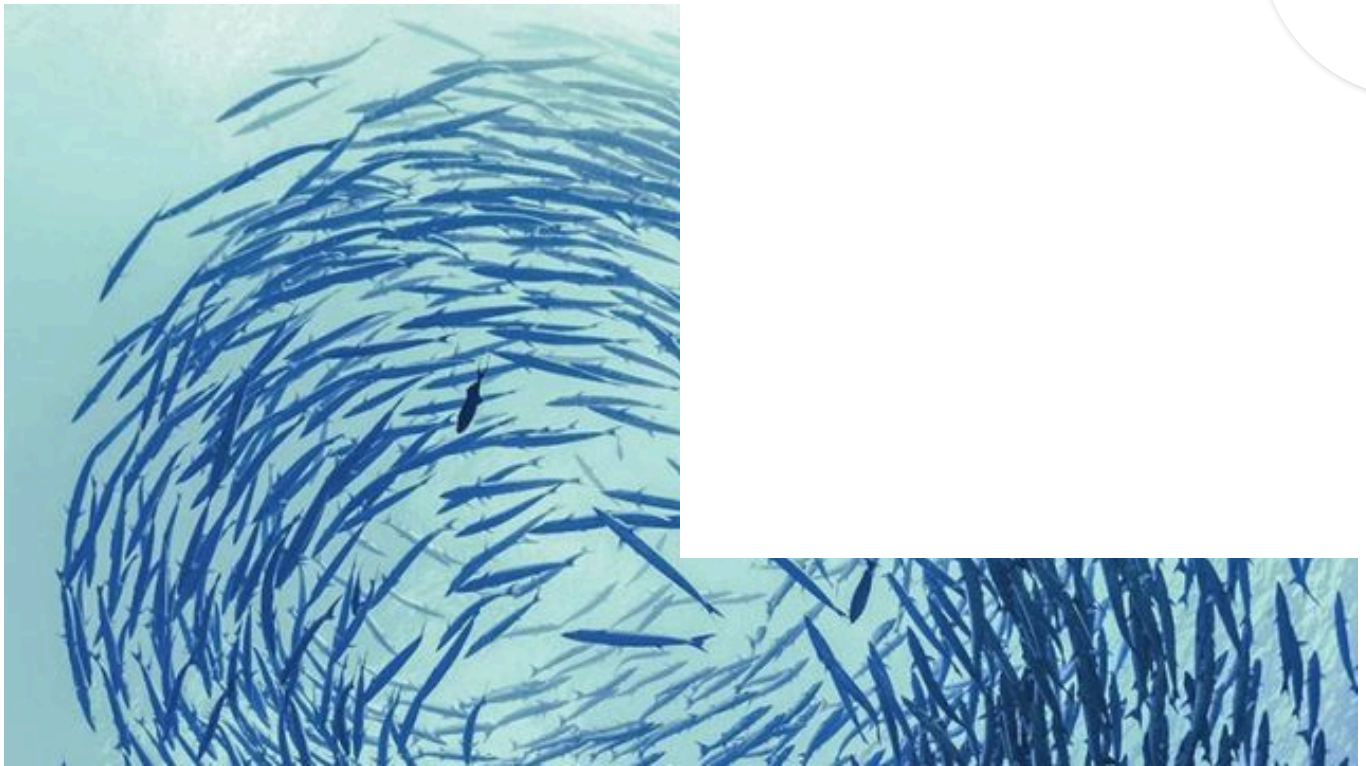
Following the initial success of Salesforce Servi
using the same formula: fast-paced integration,
out-of-the-box features and a single source of t

Previously, IBM Sales teams were unable to sha
information across sources. Sellers found it diff
which opportunities to prioritize, and many stru
conversion and forecast stages with other team
transformation leaders like Kendra Siegle, Exec
internal instance of Sales Cloud, sought to reme
improvements to the sales process.

“Sales Cloud uses Salesforce’s architecture, co
drive a successful CRM platform that’s built for
Sales Cloud is home to the world’s largest busin
sellers, sales managers and partners. There, us
forecasting, community-building and more help
accelerate clients through the sales journey.

IBM’s decision to adopt Sales Cloud was made
industry reputation. Most sellers are familiar wi
at some point in their career. Currently, tens of t
managers and partners use Sales Cloud to build
manage workflows and accelerate deals.

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“ We were looking for a solution that could handle an enterprise-scale transformation. The right CRM platform for IBM should be able to unify our Client Service and Sales organizations, creating a 360-degree customer experience. That platform was Salesforce ”

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Geoff Marinski

IBM 360 Strategy and CTO, Finance and Operations

Driving towards unity across the enterprise

As the IBM Client Service and Sales teams unify on the Salesforce CRM platform, IBM is bringing Salesforce Customer 360 to life. Customer 360 connects everyone at IBM under one source, giving all employees the power to make smarter, faster decisions using relevant data.

Throughout the integration and onboarding process, IBM used Salesforce's open API architecture to infuse the cognitive capabilities of IBM Watson into Customer 360. IBM Watson virtual assistants use AI to answer client inquiries and streamline communication between agents from different departments.

IBM Watson®'s cognitive case routing functions pair client cases with the appropriate seller or support agents, saving employees time and encouraging more fruitful customer interactions. With robotic process automation, administrative tasks and common resolutions are automated so that agents can focus on skill-building and personalizing client communications. In 2021, Slack became an integral addition to IBM's Customer 360 transformation. IBM is the world's largest Slack customer, and the first to demonstrate the value of a Slack and Customer 360 integration.

IBM uses Slack as its 'DigitalHQ' to cut through the noise of traditional email-based communications. The goal is to encourage end-to-end collaboration across the entire company. Slack's speedy messaging system increases transparency between IBM employees, partners and clients and inspires deeper interactions through channel creation. Slack also gives IBM a competitive edge at peers and competitors are scrambling to adapt to in-models.

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Since 2017, IBM and experts from IBM Consulting have onboarded over 30,000 IBM Client Service and Sales users onto the Salesforce Customer 360 platform. IBM's

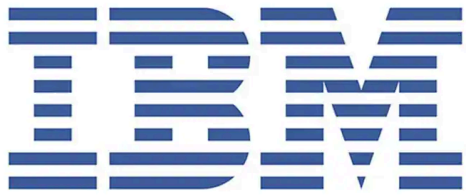
Customer 360 implementation with IBM Watson integration has fortified the organization for a digital, data-driven, service-focused future.

“Improving client experiences has been our goal throughout this transformation. We wanted everyone on a single source of truth around the client relationship. Optimizing those connections between teams and platforms allows us to better anticipate our clients’ needs and respond more efficiently than ever.”

Kendra Siegle

Executive Program Manager, IBM Sales Cloud
IBM

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About IBM

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Solution components

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[IBM Watson®](#)



[IBM watsonx Assistant](#)



[IBM and Salesforce](#)



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Collaborative communities build a more vibrant work culture

Learn how IBM is innovating for the next 100 years of work with channel-based communication

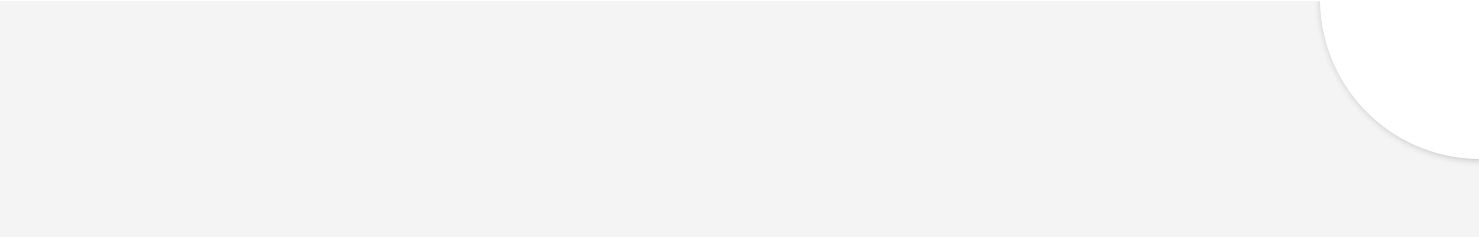
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Calling all Trailblazers

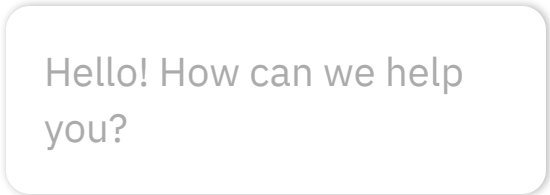
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