

Transform CX and operations with **Salesforce Service Cloud**

We help you adopt a service transformation strategy that drives superior revenue growth and reduces service costs



The Why

We chart a roadmap that enables clients to remove roadblocks and achieve their envisioned state.

Various internal and external factors cause an enterprise's progress to be less than expected on the transformation journey. Enterprises engage with us for a comprehensive assessment of their Salesforce landscape.

End-to-end Service

Enterprises stand to gain enormous value from our solution because it runs on the same platform and object model as Salesforce Service Cloud, extending excellent service into the field.

Complete Platform

The Salesforce Platform allows clients to configure and tune Field Service Lightning (FSL) to work for their use cases.

Best-in-class Scheduling and Optimization

We tackle simple and complex resource scheduling and optimization scenarios for customers of all sizes and industries.

Native, Offline-first Mobile Experience

We bring a fresh, offline-first user experience for mobile workers with embedded guidance.

- Improved customer experience
- Reduced TCO
- Improved operational efficiency
- Enhanced data and compliance

The What

A comprehensive methodology to enhance CX, drive revenue growth, and reduce costs.

The economics of customer service is complex.

- The service cost has been increasing steadily while CSAT and NPS scores across industries have been dipping.
- **61%** of large enterprises reported increased service costs due to increasing call volumes.
- **Omni-channel is not easy**
- Even for advanced players like Amazon, digital self-service does not mean live agent access is not required. So, both must co-exist.
- **43%** of organizational leaders say that creating omnichannel experiences is one of **the most challenging** tasks in improving customer experience, according to Forrester.

Customer expectations are diverse.

- Meet customers where they are and adopt strategies for different personas with varying criticality of service.
- 70% of customers expect anyone they interact with to have full context.
- 72% of consumers say that transparency is essential when availing a service and are patient with issues if they are transparent and clearly communicated.

Agents grapple with increasing workloads.

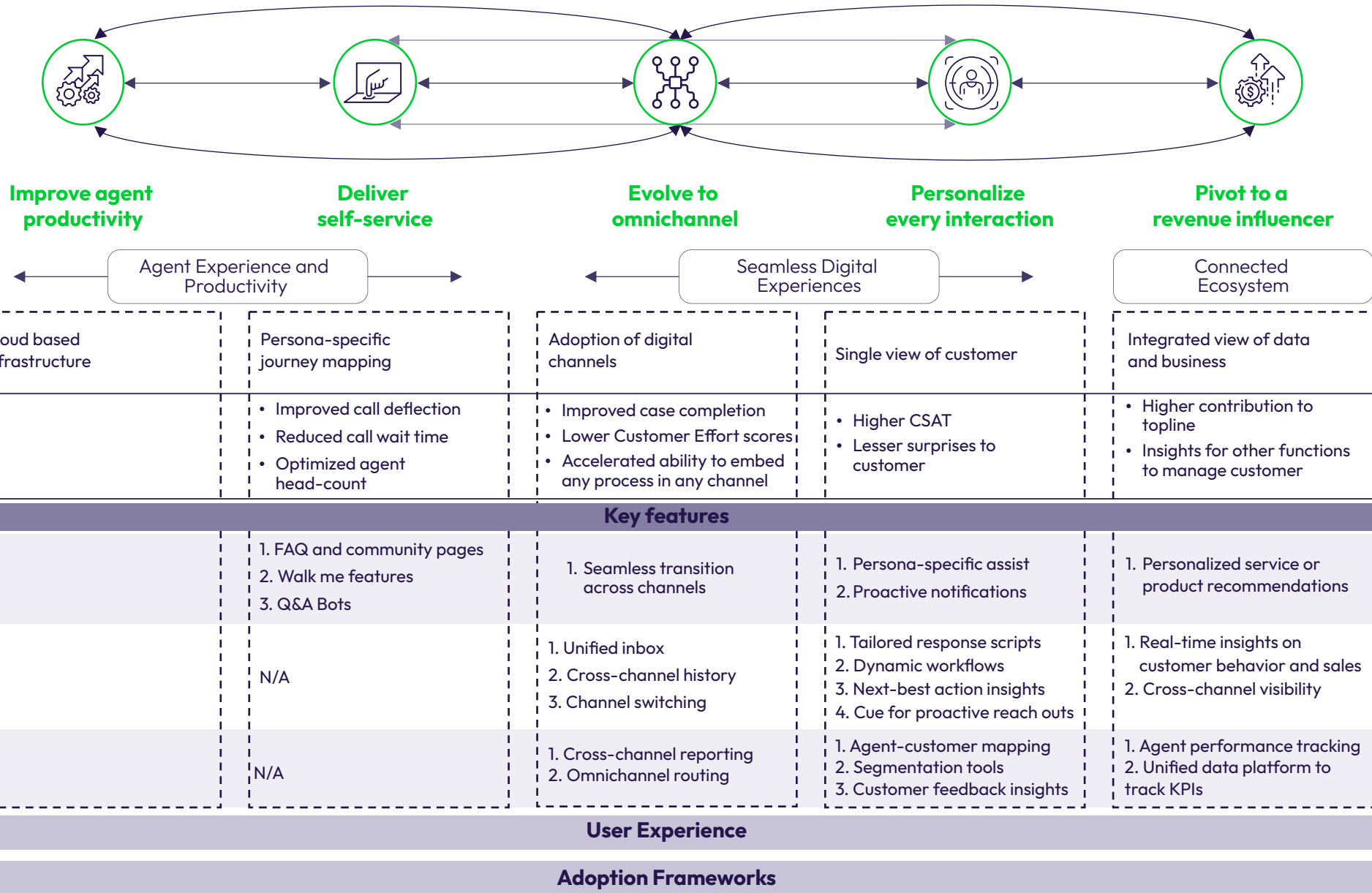
- There is an increased level of agent attrition.
- Average call center agent turnover was 35% in 2021 and 38% in 2022 as per an SQM survey.
- Much time gets wasted on mundane tasks: 51% of agents without AI support say they spend most of their time on mundane tasks.

Other pressures exacerbate the challenge.

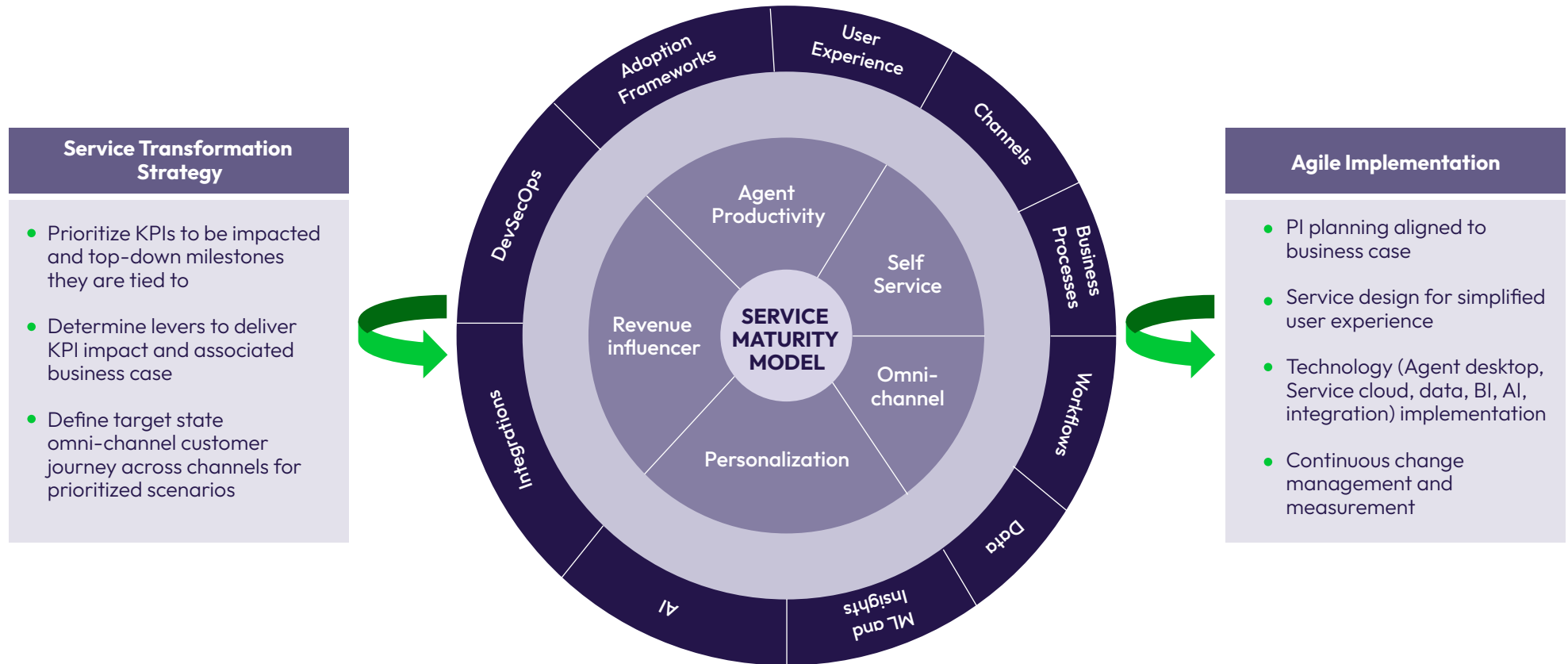
- 30% of workers fear that AI could take their jobs, 41% of which are in sales and customer service roles as per the Office for National Statistics.
- There are now shorter product cycles and staying abreast with what's new is an added pressure.
- 32% of organizations face challenges in timely integrating technology with existing systems.
- There is an influx of new technologies such as GenAI and immersive experiences.
- 61% of new buyers choose faster AI-produced responses over waiting for a human agent.

- **Right start:** Data product definition and roadmap and data readiness assessment.
- Leverage **value accelerators** to drive results across domains.
- **Risk mitigation accelerators** for Responsible AI, DataOps, and data security.
- Other **relevant partnerships** to drive holistic innovation: Copado and Insights Board

The How



Getting started with Salesforce Service Cloud



Nascent	Basic	Emerging	Advanced	Cutting Edge
Basic customer care capabilities primarily served by live customer service agents	Customer has options to resolve issues over multiple channels – experience might not be uniform, consistency of delivery might vary	Customer has options to resolve issues over multiple channels; while experience might not be uniform each channel delivers effective service	Customer experience across service channels is seamless and highly effective	Customer experience across service channels is seamless and highly effective and personalized

Brillio

Your partner-of-choice for Salesforce Service Cloud.

Brillio possesses deep expertise in every facet of Service Cloud, making us your trusted partner for service transformation. Transform your service operations with Field Service Lightning and Self-Service Experience Cloud for Tech, Commercial, and HLS sectors. Elevate value propositions through GenAI (digital twins) chatbots, and CTI solutions, all powered by ChatGPT accelerators for exceptional customer experiences.

- **Unlock value by consolidating processes across silos**
- **Choose from a suite of starter packages and value and risk mitigation accelerators**
- **Take an assessment to determine the highest ROI use cases**

ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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