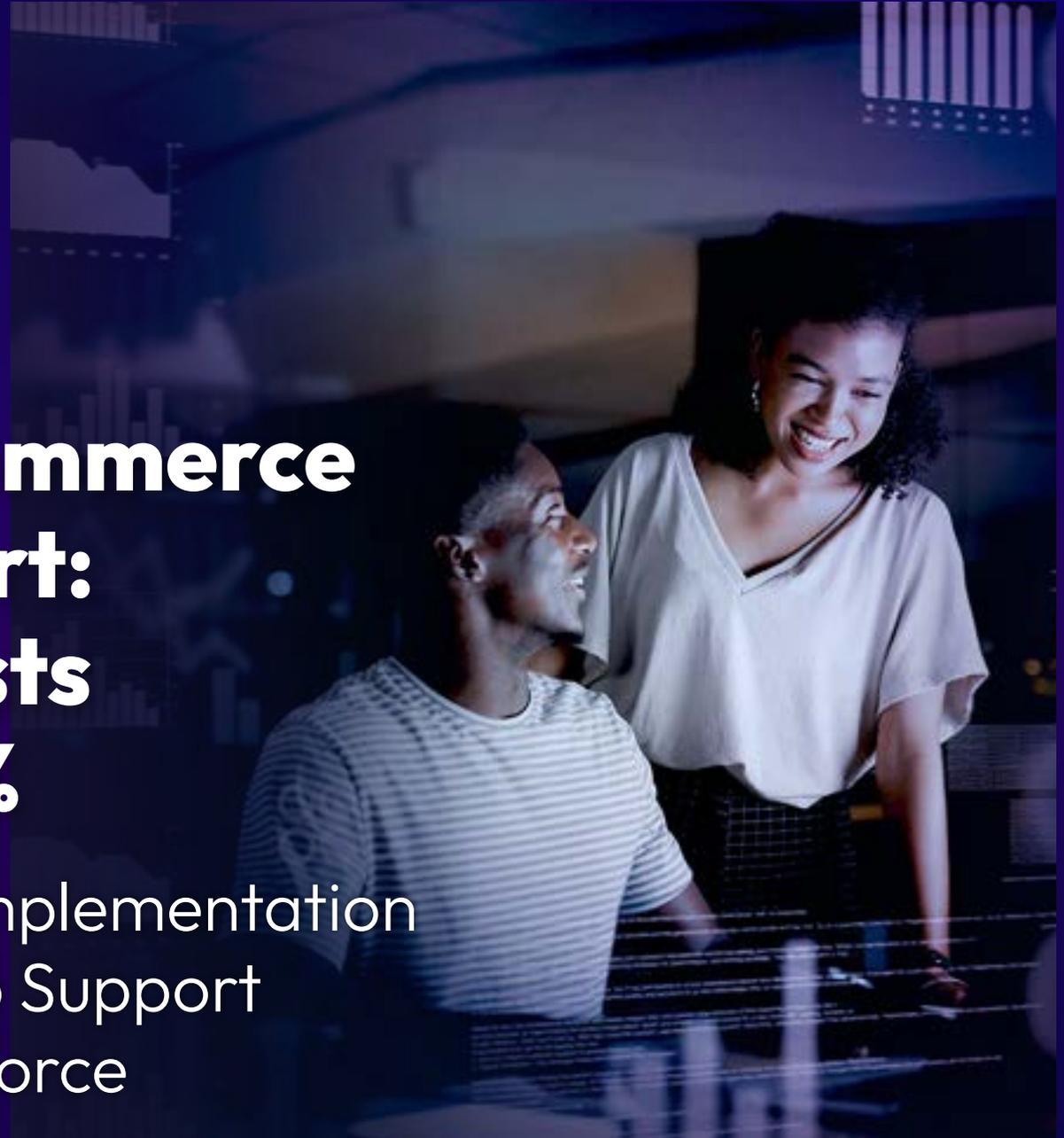
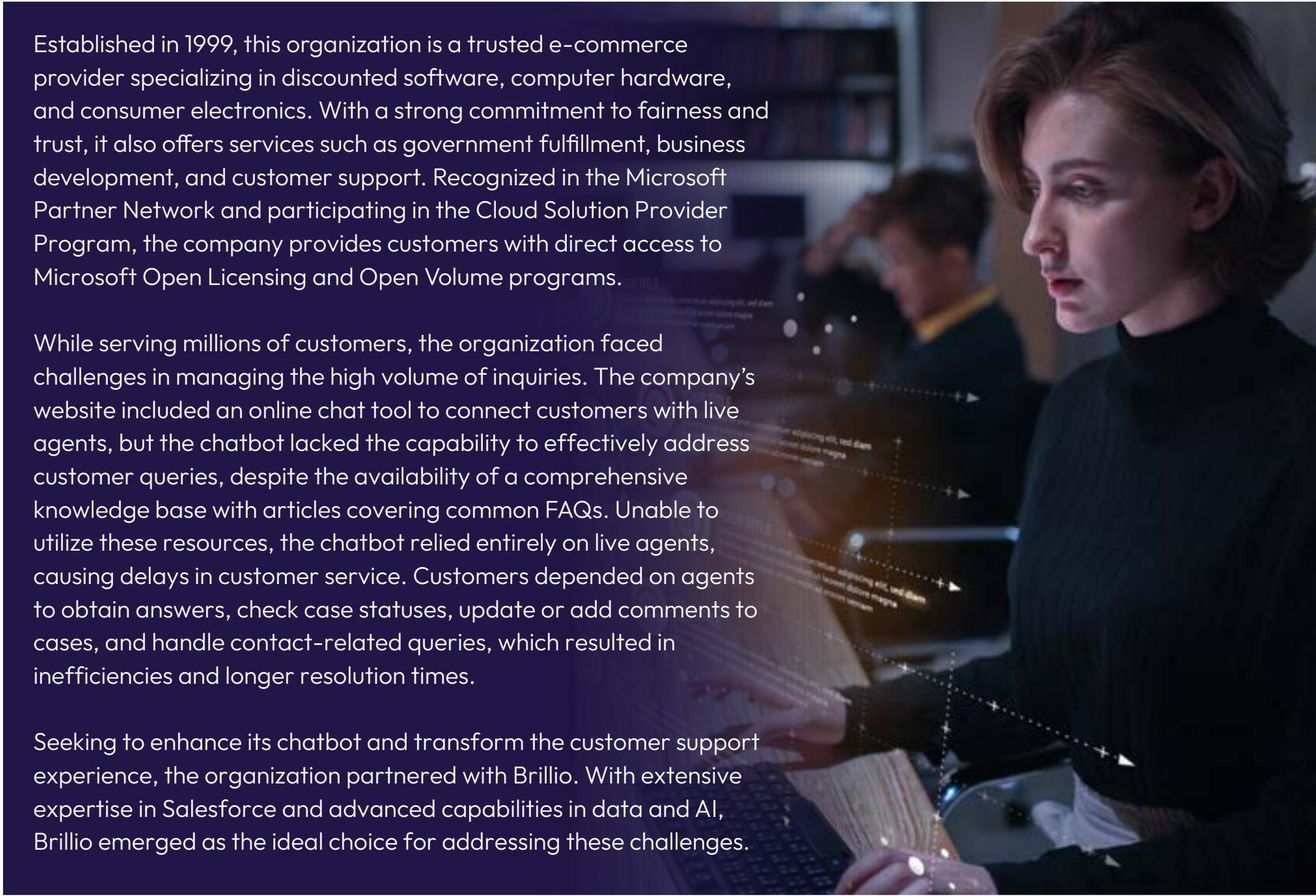




Revitalizing E-commerce Customer Support: AgentForce Boosts Efficiency by 20%

An Advanced Chatbot Implementation
for Agentic AI Solution to Support
Online Sales using Salesforce



A woman with light-colored hair, wearing a dark turtleneck, is looking intently at a computer screen. The background is a dimly lit office with another person visible in the distance. The overall atmosphere is professional and focused.

Established in 1999, this organization is a trusted e-commerce provider specializing in discounted software, computer hardware, and consumer electronics. With a strong commitment to fairness and trust, it also offers services such as government fulfillment, business development, and customer support. Recognized in the Microsoft Partner Network and participating in the Cloud Solution Provider Program, the company provides customers with direct access to Microsoft Open Licensing and Open Volume programs.

While serving millions of customers, the organization faced challenges in managing the high volume of inquiries. The company's website included an online chat tool to connect customers with live agents, but the chatbot lacked the capability to effectively address customer queries, despite the availability of a comprehensive knowledge base with articles covering common FAQs. Unable to utilize these resources, the chatbot relied entirely on live agents, causing delays in customer service. Customers depended on agents to obtain answers, check case statuses, update or add comments to cases, and handle contact-related queries, which resulted in inefficiencies and longer resolution times.

Seeking to enhance its chatbot and transform the customer support experience, the organization partnered with Brillio. With extensive expertise in Salesforce and advanced capabilities in data and AI, Brillio emerged as the ideal choice for addressing these challenges.

Transforming Customer Service with AgentForce

AgentForce, a cutting-edge Salesforce feature, was leveraged by Brillio to enhance customer service capabilities. AI-driven agents, offered by AgentForce, were designed to perform actions such as answering FAQs using knowledge articles, updating cases and contact details, and providing case status updates. These agents were seamlessly integrated into the client's website, replacing the previous chat system and streamlining customer interactions.

As one of the few Salesforce partners with expertise in AgentForce, Brillio's solution included multiple prompt templates and actions to address inquiries effectively, leveraging knowledge articles and retrieving additional information as needed.

Comprehensive testing was conducted by Brillio's team and the client to ensure all functionalities were implemented, bugs were resolved, and detailed documentation was recorded for every change. A structured migration process was followed to validate the solution in a secondary sandbox before its successful deployment to the production environment.

The deployment process was designed to be straightforward, requiring minimal time and little to no customization, ensuring a seamless implementation.

A proof of concept and a functional solution were first developed in the sandbox environment, where the AI agent was deployed on a test website to simulate real

Reducing Agent Workloads by Over 20%

Before implementing AgentForce, live agents were solely responsible for managing all customer inquiries, even when knowledge articles were available. This reliance on live agents led to inefficiencies and longer wait times. With the introduction of AgentForce, the system efficiently handled FAQs and routine queries, allowing live agents to focus on critical and complex tasks.

This shift significantly improved operational efficiency and enhanced the customer experience by reducing response times. These AI agents handle FAQs, update cases, manage contact details, and provide

real-time case status updates, transforming the client's customer support journey. The tailored AI agent, capable of leveraging knowledge articles and retrieving additional information from Microsoft and the client's website, has resulted in a robust, efficient solution that elevated the client's customer service capabilities.

- **Achieved an accuracy rate of over 80%, from 0% initially.**
- **Implemented over 90 frequently asked questions.**
- **Decreased agent workload by 20%.**
- **Delivered instant responses to customer inquiries.**

Brillio seamlessly integrated AI-driven agents using Salesforce Omni-Channel and Embedded Service features, replacing the legacy chat system.



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 7,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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