![Grazitti Interactive - Marketing for Digital Natives]

Integrating Salesforce Service Cloud With ChatGPT to Deliver Better CX

HIGHLIGHTS

Successful Integration of Salesforce Service Cloud with ChatGPT

30% Faster Case Resolution

Improved Customer Service Operations

30% Increase in Overall Agent Efficiency

THE CUSTOMER

The customer is a leading eCommerce marketing platform provider that enables brands to create smarter customer experiences. Some of the well-known brands that have used the platform's services include Rebecca Minkoff, MVMT, and Steve Madden. The customer is a Forbes Cloud 100 company with global offices in New York, London, and Tel Aviv.

THE CONTEXT

The customer was using Salesforce Service Cloud for support operations. However, due to their tremendous growth, the workload on their support team had increased significantly. To combat this, they started using ChatGPT (Chat Generative Pre-trained Transformer). However, the process of using ChatGPT wasn't streamlined as their team had to navigate to the support page and manually enter their queries for debugging.

THE OBJECTIVE

The customer wanted to integrate ChatGPT with Salesforce Service Cloud for faster case resolution. By integrating with Salesforce Service Cloud, they sought to improve their data analysis capabilities and utilize insights from customer behavior & preferences to train the chatbot. They wanted to partner with an organization with extensive expertise in Salesforce that could integrate the two platforms and improve customer & agent experience.

THE SOLUTION

After analyzing the customer's goals, team Grazitti:

- Created a chatbot by obtaining the ChatGPT API key.

- Set up the necessary permissions and integrations in the Salesforce Service Cloud account.

- Created a new Apex class and a Lightning Web Component to pass data and get responses from ChatGPT.

- Used the existing data from Salesforce Service Cloud (Lead, Account, Opportunity, Cases, and Activities) to create a custom cluster and sent this data to ChatGPT to identify upsell/cross-sell opportunities.

- Enabled them to create Knowledge Base for customers using ChatGPT, multiple Salesforce Objects, and data from Cases, Case Comments, and Chat Transcripts.

- Passed the live chat transcript data to ChatGPT so that the sentiment analysis can be done for the phrases that were used.

- Tested and optimized the chatbot's performance by monitoring customer interactions, analyzing chat logs, and refining the responses.

THE OUTCOME

With Grazitti's help, the customer was able to successfully integrate Salesforce Service Cloud with ChatGPT.

Here's a breakdown of what they achieved post this integration.

- **Personalized Recommendations:**

  Ability to efficiently address frequently asked questions by customers. Additionally, by utilizing the data on customer behavior and preferences from Salesforce Service Cloud and the power of ChatGPT, they were able to provide personalized recommendations, resulting in better customer service.

- **Improved Customer Experience:**

  Using sentiment analysis on chat transcripts, their agents were able to identify positive experiences, and detect negative sentiments. Also, by analyzing customer sentiment, they were able to evaluate their agents' communication & empathy skills easily.

- **Faster Case Resolution With Automation:**

  Use of automation to replace the process of manually entering queries for debugging. The reduction in manual workload directly translated into improved efficiency. Support reps could now handle more cases in less time, leading to a **30% decrease in case resolution time.**

- **Improved Agent Efficiency:**

  The use of agent scoring helped them effectively monitor and evaluate agents' proficiency in handling specific cases. These scores enabled them to create training initiatives and improve resource allocation for effective customer service. This resulted in a **30% increase in overall agent efficiency.**