



# Real-time Conversation Analytics for Salesforce Service Cloud



AI/ANALYTICS FOR  
SALESFORCE.COM



#YourDigitalTransformationPartner

**R Systems**, a digital transformation company & a Salesforce Einstein partner, helps organizations fully leverage the Salesforce platform (*especially those born before the “digital age”*). Our mission is to help companies become more data-driven, by developing smart solutions using Salesforce Einstein’s AI/Analytics capabilities.

We advise, implement and optimize those solutions using our vast data science & industry expertise. By leveraging Salesforce Einstein’s capabilities, we help Salesforce’s clients maximize the use of their data to solve their most important (*legacy or new business*) challenges.

## Analyzing Call Center Conversations

In today’s world, organizations can achieve success only by being truly customer-focused. They must understand and respond to their customers “stated” and “implicit” needs in real time. Despite the availability of a number of channels for customer service, phone calls remain the most popular choice for many customers as a means to interact with organizations. The increase in complexity of contact centers due to variety of products, services & promotions offered, as well as the strict compliance requirements justifies the use of ML/AI. This helps streamline some of the more complex responsibilities of agents, and automate the simpler tasks, thus relieving them off mundane tasks.

### *Why wait till a customer call is over, in order to analyze the interaction or make decisions?*

Real-time Speech Analytics can play a pivotal role in shaping customer interactions and influencing their behavior, right when it matters the most. It has now become necessary for organizations to collate, analyze and respond to the “key moments” identified in all customer calls, in real time.

Analyzing & alerting customer service reps, to perform the recommended action(s) in response to the “key moments” identified on the call can help improve customer satisfaction, loyalty levels, sales conversion, and more.

The reps get to see the Next Best Action (NBA) prompt on their screen. The NBA is based on the analysis of historical Salesforce service cloud data, the real-time transcript of the call, and the analysis done within Einstein. Einstein provides the next best action to the phone rep, based on the intelligence gathered from the vast volume of historical calls and hundreds of heuristics, which help meet the desired business objectives.

### **By the end of a call, you may have already:**

-  MISSED a sales opportunity
-  LOST a loyal customer
-  PROCESSED a fraudulent transaction

### **BENEFITS**

- Recognize customer intent
- Predict churn from audio conversation
- Monitor call for quality & agent training
- Deduce the overall sentiment of the call
- Monitor business, federal and internal compliance
- Detect fraudulent interaction or transaction

## Our Services

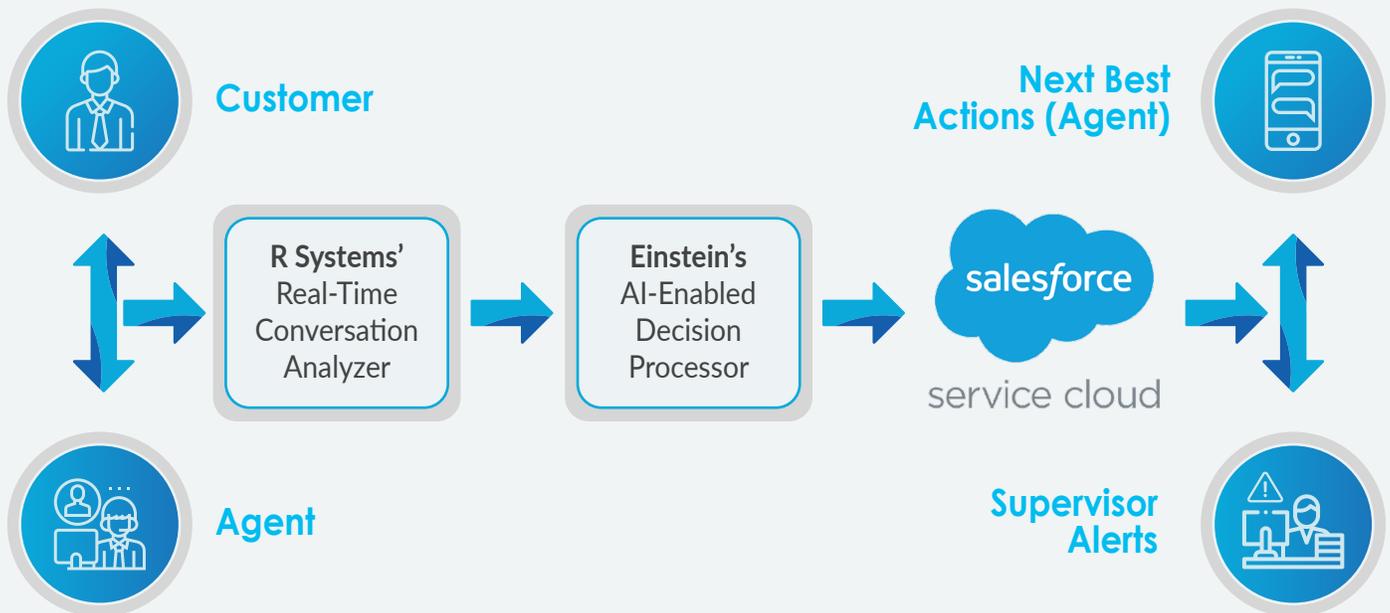
R Systems' experts on Salesforce platform, ML/AI (*Speech Analytics | NLP | Conversational UI*) and analytics, interact with identified stakeholders in your organization to help design, devise & implement smart NBA strategies based on real-time conversations.

R Systems uses its proprietary accelerator powered by Einstein to implement the same with utmost precision. Our specialists leverage the power of Salesforce Einstein Analytics Plus, Salesforce Next Best Action product, and Language components to analyze historical Service Cloud data and real-time call transcripts. Then, analytics-driven insights can be combined with business rules and policies for smart real-time conversational strategies and/or outbound and inbound actions in near real time or batch.

## Methodology

We use our proprietary **agile data science & development methodology – DS-BuDAI** at each step of our engagement, from assessment to development and delivery. All phases require active involvement of an organization's resources (*different for each phase*), working in synergy with RSI experts.

## Workflow



# GEOGRAPHICAL PRESENCE



## Asia Pacific

- India (*Noida & Chennai*)
- Singapore
- Malaysia
- Thailand
- China
- Hong Kong
- Indonesia
- Philippines

## North America

- Chicago, IL, USA
- El Dorado Hills, CA, USA
- Santa Clara, CA, USA
- Ontario, Canada
- Vancouver, Canada

## Europe

- Bucharest, Romania
- Galati, Romania
- Warsaw, Poland
- Bialystok, Poland
- London, United Kingdom
- Chisinau, Moldova
- Neuchatel, Switzerland

## About R Systems

R Systems is a global digital transformation leader, providing AI-driven solutions to clients across industries, through a broad range of technology & AI/analytics services. We continue to empower organizations since over 26 years, with 16 delivery centers, 25+ offices worldwide and a workforce of 2750+ professionals.

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