Agent Advantage™ for Salesforce

The *Loyalty Program Agent* enhances customer interactions to increase loyalty program engagement.

BUSINESS CHALLENGE

The challenge in running loyalty programs and large-scale promotions lies in ensuring a seamless and personalized customer experience while preventing disruptions that could negatively impact customer satisfaction for the company.

AGENTIC SOLUTION

The Loyalty Program Agent streamlines customer interactions and automates personalized promotions, enhancing customer satisfaction and driving revenue growth for the company's loyalty programs.

VALUE PROPOSITION

Enhanced Customer Engagement:
Offers personalized promotions that resonate with customer preferences, fostering loyalty.

Increased Revenue Potential:
Sentiments and urgency of the orders are considered to provide the best solution and support to customers, fostering trust and confidence.

Proactive Customer Care:
Anticipates customer needs and addresses issues before they impact satisfaction, leading to higher retention rates.

 Copyright © 2025 Deloitte Consulting Pty Ltd. All rights reserved.

Deloitte. Digital | salesforce

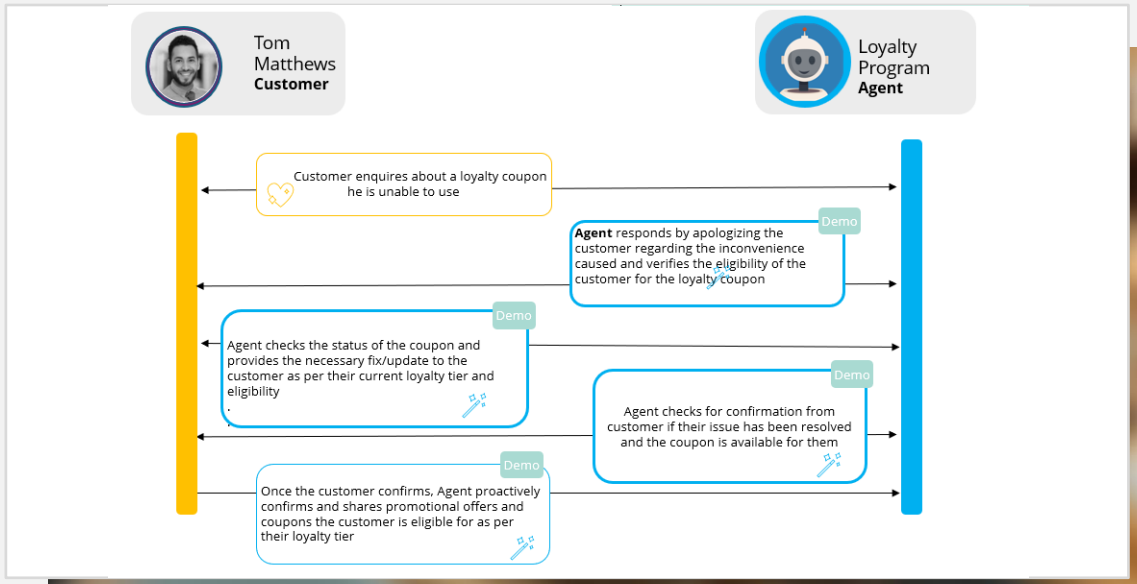
AGENT CAPABILITIES

Personalized Promotions
Utilizes customer data to generate tailored promotions, enhancing customer engagement and loyalty.

Proactive Issue Detection
Monitors customer interactions to identify potential issues before they escalate, ensuring proactive support.

Real-time Issue Resolution
Enables speedy resolutions to customer inquiries, reducing wait times and improving satisfaction.

Sentiment Analysis
Agent understands the sentiment of the customer to curate personalized messages to show empathy or appreciation.



Sujon Chowdhary
Managing Director
Deloitte Consulting LLP
schowdhary@deloitte.com

Hossam Saati
Senior Manager
Deloitte Consulting LLP
hoalsaati@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This presentation contains general information only and Deloitte is not, by means of this presentation, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This presentation is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this presentation.

 Copyright © 2025 Deloitte Consulting Pty Ltd. All rights reserved.