# 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.

 

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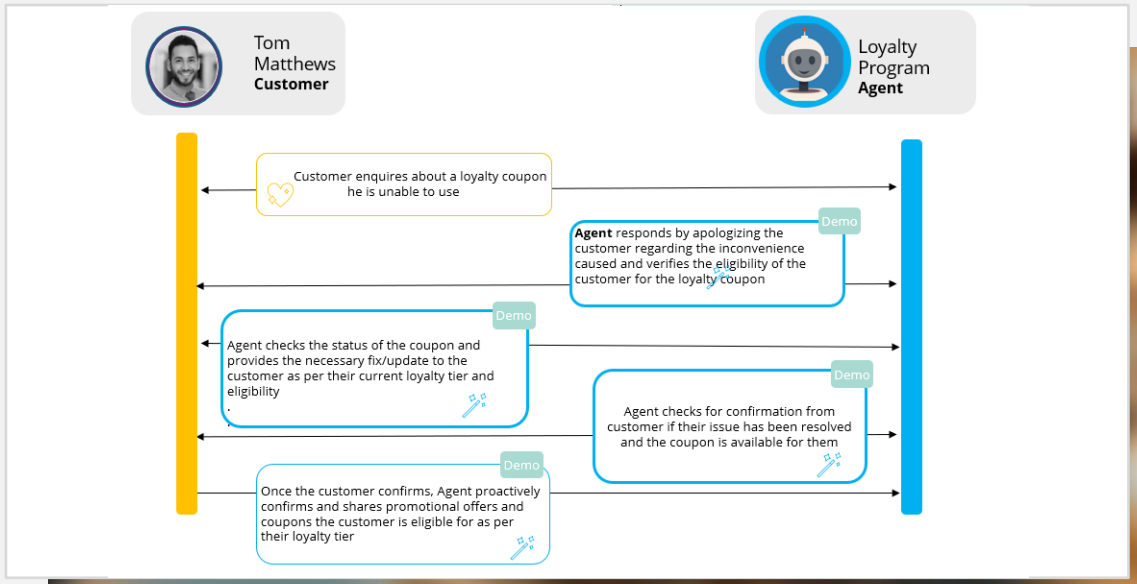
# AGENT CAPABILITIES

### 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



# Agent Advantage™ for Salesforce

The *Marketing Pro Agent* helps automate and elevate journey creations for marketing teams.

## BUSINESS CHALLENGE

Empower more of your brand marketing team by giving them their own marketing specialist trained on Deloitte leading practices. Collaboratively create and implement effective briefs in Marketing Cloud.

## AGENTIC SOLUTION

The Marketing Pro Agent is a next-gen Agentforce solution designed to enhance the journey creation for marketing teams. It leverages proprietary marketing insights, generates content, and delivers industry-leading journeys across all channels. With a streamlined interface, marketers can draft journeys faster, more effectively, even without technical expertise.

## VALUE PROPOSITION

**Insights-Driven Excellence:**
Leverage proprietary IP and global marketing insights for effective journey creation.

**Accelerated Journey Creation:**
Streamline journey building and content drafting in record time.

**Optimized Workflow:**
Simplify complex processes, reducing effort while increasing precision.

**Empower More Marketers:**
Enable more team members to create professional-grade journeys easily, without technical expertise.

# AGENT CAPABILITIES

### Collaboratively Assess Journey Details

Marketers work in tandem with a sophisticated AI agent to gather and discuss all relevant data, helping to ensure  highly effective marketing journeys.

### Rapidly Constructs Complex Journeys

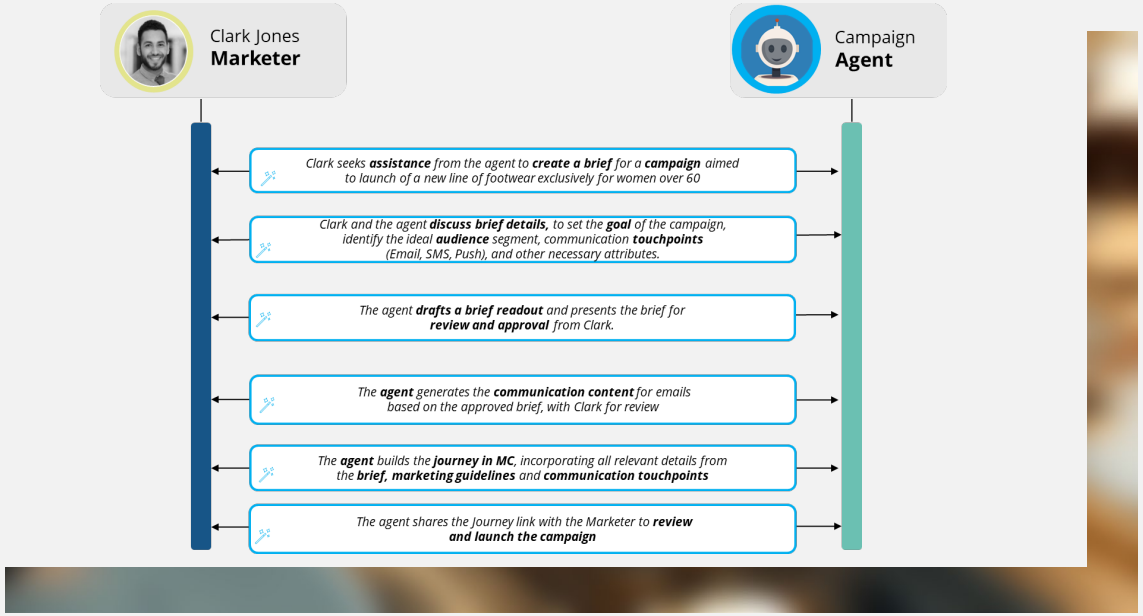
Builds efficient journeys across multiple channels and steps.

### Leverages Proprietary Marketing IP for Optimization

Applies Deloitte's unique industry experience to enhance campaign performance and success.

### Generates Intent-Based AI Content

Delivers personalized messages generated by AI to meet specific campaign goals.




## CONTACTS

**David Geisinger**
*Managing Director*
Deloitte Consulting LLP
dgeisinger@deloitte.com

**Nick Ingham**
*Principal*
Deloitte Consulting LLP
niingham@deloitte.com



# Agent Advantage™ for Salesforce

The *Retail Service Agent* helps customers sign up for subscriptions, manage orders, and receive payment assistance.

## BUSINESS CHALLENGE

Traditionally, customer service for retailers has relied heavily on phone calls, website, and in store interactions to provide customer service for key use cases such as order tracking and management, subscription management, and payment assistance. This conventional approach presents limited personalization and/or higher associated cost with service.

## AGENTIC SOLUTION

The Retail Service Agent revolutionizes customer service by streamlining key retail service use cases through an intelligent, patient-centric chat interface. This solution empowers retailers to deliver personalized and efficient service, helping ensure companies can increase customer lifetime values through strengthening their brand relationships with customers.

## VALUE PROPOSITION

**Tailored retail experience:**
Provides a personalized experience to patients to help them manage orders, onboard to subscriptions, and get payment assistance.

**Enhanced customer engagement:**
Improves customer engagement, fostering a stronger brand relationship with superior service using chat interface.

**Efficient service:**
Streamlines service interactions, saving time for both customers and retailers, and reducing the need for more costly human service.

**Data-driven insights:**
Data can also be used to provide valuable insights for retailers to optimize their operations and improve service outcomes.

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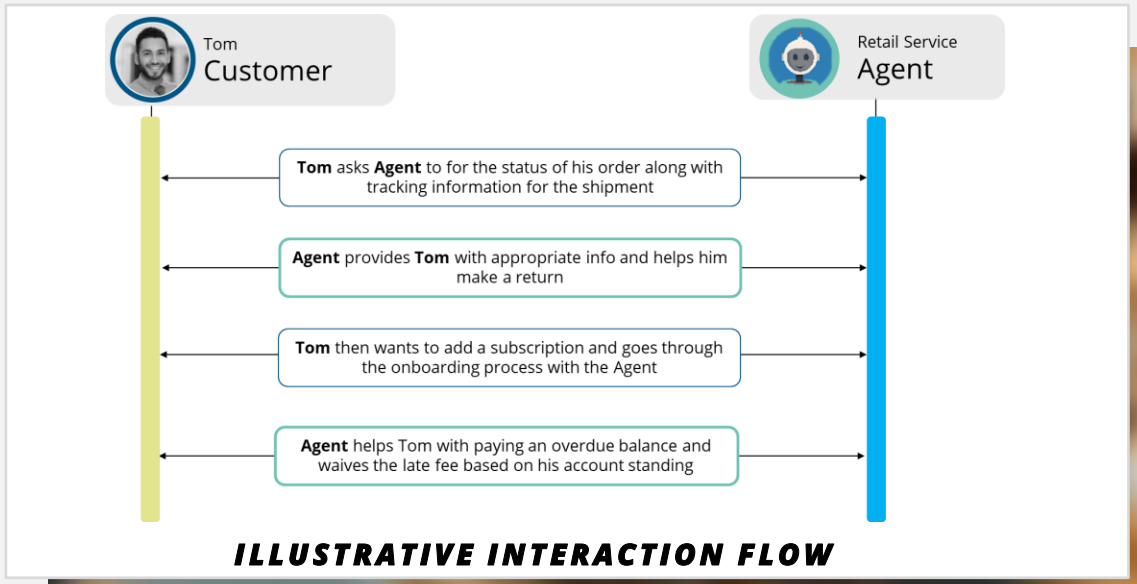
## AGENT CAPABILITIES

**Order tracking:**
Agent provides order status and tracking information via email to customers.

**Payment assistance:**
Agent helps customers with payment related issues (e.g., late payments, fee waiving).

**Order management:**
Agent helps customer manage their order, including returns for defective items.

**Subscription onboarding:**
Agent encourages and helps customers sign up for subscriptions and add-ons, with Q&A of offerings.




ILLUSTRATIVE INTERACTION FLOW

## CONTACTS

**Erik Emri**
*VP, Product Management*
Deloitte Consulting LLP
eemri@deloitte.com

**Nadia Tanoli**
*Product Manager*
Deloitte Consulting LLP
ntanoli@deloitte.com

