

Fujitsu  
**uvance**

# Fujitsu Salesforce Product Implementation Services

Driving Operational  
Excellence and Business  
Value with Cutting Edge  
Technology



# Salesforce AI

Transform Today, Thrive Tomorrow: Salesforce AI  
Leads the Way

# AI Journey in Salesforce Platform

**REACTIVE AI:** Lightning Reports and Dashboards, Einstein ChatBots

**What happened?**

Rely on patterns to generate responses

**PREDICTIVE AI:** Einstein Prediction Builder

**What's going to happen?**

Forecast future outcomes recognizing trends and correlations

**AGENTIC AI:** Agentforce

**What more can I do beyond Generative AI?**

Empower human agents by enhancing decision-making



**DIAGNOSTIC AI:** CRM Analytics

**Why did it happen?**

Identify root causes of issues analyzing historical and current data

**GENERATIVE AI:** Service AI, Sales AI

**What more can I do beyond predictions?**

Go beyond predictions by offering recommendations to achieve desired outcomes

## Enhancing customer service efficiency with AI-driven Salesforce Service Cloud

### Context

Fujitsu is a Japanese multinational information and communications technology (ICT) company, headquartered in Tokyo. It's one of the world's leading providers of technology solutions, services, and products.

Fujitsu aimed to elevate the efficiency of its Contact Center by streamlining operations and optimizing agent workflows. The initiative focused on reducing the manual workload associated with repetitive tasks, while also enhancing the speed and accuracy of customer interactions. By improving these key areas, Fujitsu sought to deliver a more responsive and seamless service experience for its customers.

### Challenge

- High average handling time: Fujitsu customer service teams were spending too much time on each inquiry, leading to delays in issue resolution and reduced customer satisfaction.
- Inefficient post-processing: A significant portion of agents' time was spent on after-call work, limiting their availability to manage new customer requests efficiently.
- Inconsistent service quality: Variations in how agents handled and summarized customer interactions led to inconsistent service quality, negatively impacting customer trust and satisfaction.

### Solution

- Centralized Customer Support with Salesforce Service Cloud unified all customer interactions, cases, and support workflows.
- AI-Powered Responses using Service GPT ensured consistent, accurate chat and email replies grounded in trusted data.
- Automated Work Summaries reduced after-call work time, enabling agents to close cases faster and boost productivity.
- AI-Driven Knowledge Management recommended relevant articles based on case context, enhancing agent efficiency and response accuracy.

### Outcomes

**Country:** Japan  
**Industry:** Information and Communications Technology  
**Project Year:** 2024  
**Products:** Salesforce Service GPT

- **Reduced average handling time:** With AI-driven service replies built on the Salesforce Service Cloud platform, Fujitsu reduced average handling time by 89%, allowing agents to manage more inquiries efficiently.
- **Increased agent productivity:** Automating work summaries within Salesforce Service Cloud led to a 86% reduction in after-call work time, increasing agent availability and productivity.
- **Improved service quality:** The consistent use of AI-generated responses and summaries through Salesforce Service Cloud improved overall service quality, leading to higher customer satisfaction and loyalty.

# Configure Price Quote (CPQ)

Quote Smarter, Win Faster: Salesforce CPQ Delivers Success

# What CPQ Has to Offer

## What is CPQ?

C is for Configure

P is for Price

Q is for Quote



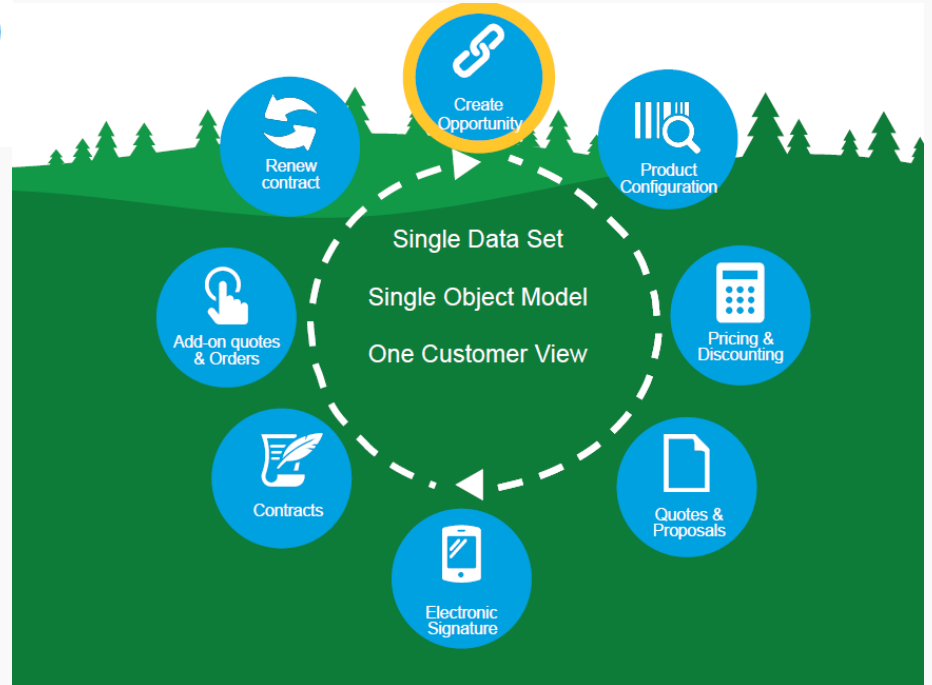
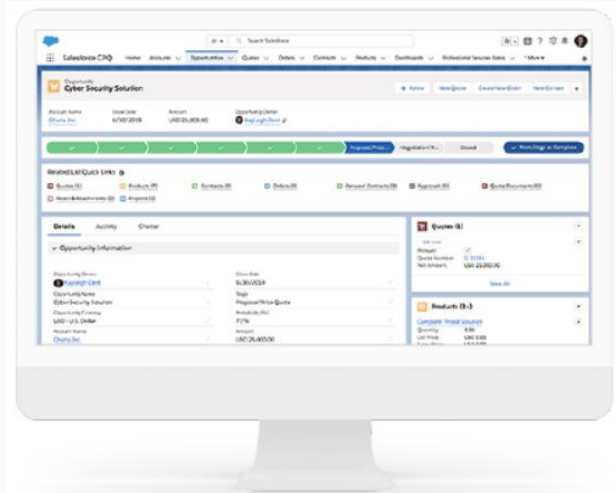
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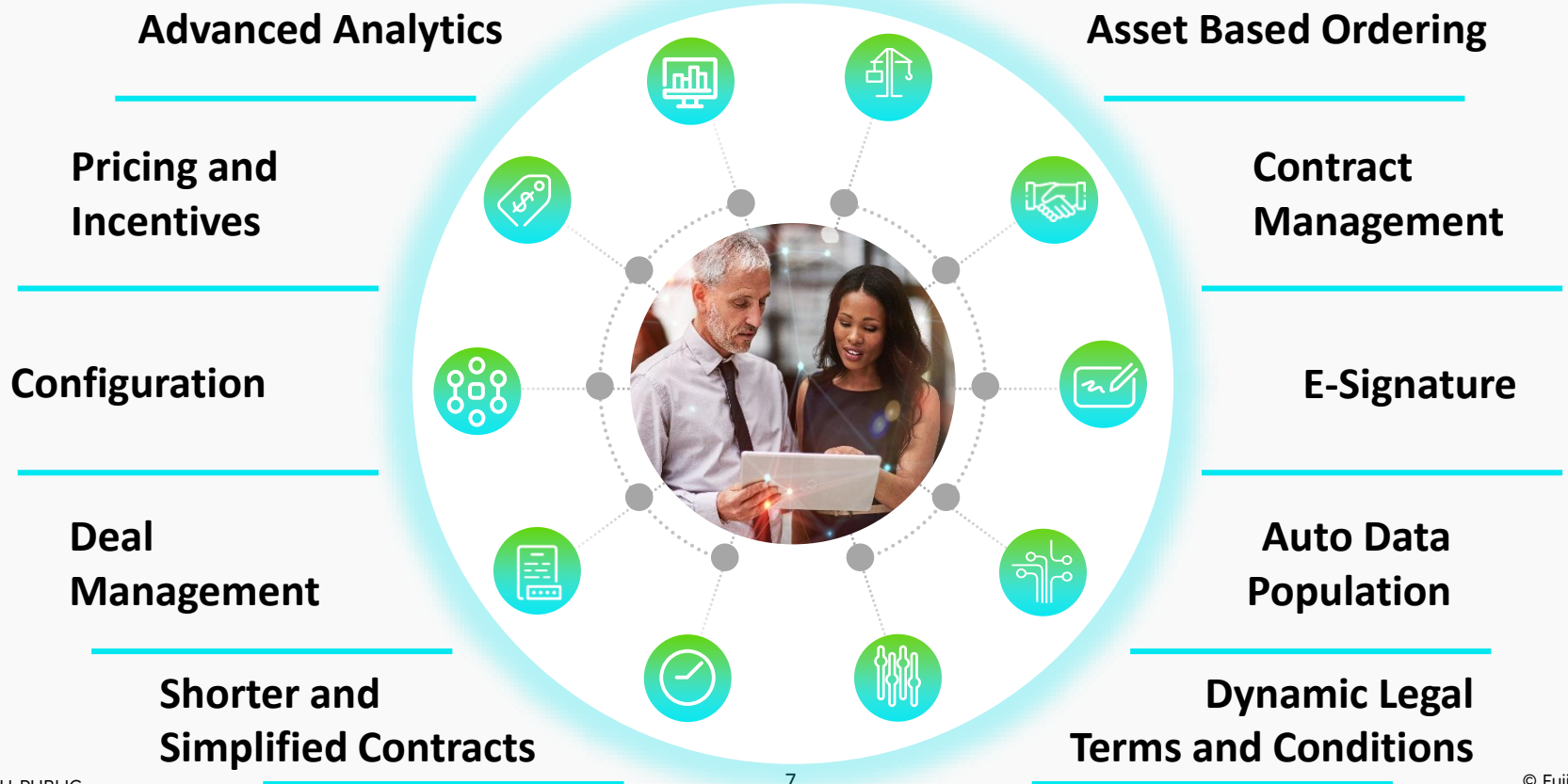


PRICE



QUOTE





## Streamline. Accelerate. Empower. CPQ that Transforms Sales Efficiency.

### Context

A leading global financial services firm specializing in data, analytics, and consulting sought to streamline and enhance its sales processes to drive productivity and cost efficiency. Fujitsu partnered with the organization to implement Salesforce CPQ, delivering measurable business value through improved sales performance and increased ROI.

### Challenge

- Limited product and pricing functionality created process inefficiencies and hindered scalability across the sales organization.
- Manual interventions were frequently required, reducing productivity and increasing the risk of errors.
- Existing workflows were misaligned with the company's automation goals, impacting consistency and overall ROI.

### Solution

- Enhanced product and pricing capabilities to support complex configurations across 3,000+ product SKUs.
- Introduced automation via streamlined workflows and advanced approval processes to reduce manual effort.
- Improved user experience with intuitive navigation, efficient business processes, and reporting.
- Integrated with the finance system and implemented automated tax calculations for greater accuracy and compliance.

**Country:** United States  
**Industry:** Financial Services  
**Project Year:** 2023  
**Products:** Salesforce / Field Service Management

### Outcomes

- 50% improvement in overall process efficiency.
- Accelerated the sales cycle across diverse product families.
- Minimized turnaround times through automation and optimized workflows.
- Delivered a more intuitive and productive experience for Sales teams.
- Enhanced business operations with simplified navigation and reporting.

# Field Service Management (FSM)

Seamless Service, Delivered with Precision.

Service Orchestration empowering technicians to be:



At Right  
Place



On Right  
Time



With Right  
Parts

## Empowering Field Teams, Elevating Service — Smarter, Faster, Connected with Salesforce Field Service.



### Context

A leading multinational information technology (IT) services and consulting company aimed to streamline its Field Service operations by addressing inefficiencies caused by fragmented and siloed processes. The organization sought to unify its service workflows, improve coordination among field technicians, and enhance real-time visibility into service activities, inventory levels, and asset performance. By integrating these core areas, the company aimed to increase operational efficiency, reduce service response times, and improve customer satisfaction through more reliable and informed service delivery.

### Challenge

- Delayed response and resolution times
- Site-Based Assignment and escalation handling Limitations
- Inefficient Scheduling and Dispatching: Difficulty assigning the right technician to the right job at the right time, leading to delays and increased operational costs.
- Lack of Real-Time Visibility: Limited insight into field operations, technician status, or job progress, making it hard to track performance or respond to issues proactively.
- Inconsistent Customer Experience: Lack of timely updates or appointment tracking leads to frustration and reduced customer satisfaction.

### Solution

- Capture Customer incidents and integrate across systems
- Automatically assign tickets to engineers based on location
- Enable operational control for Supervisors to monitor ticket status and reassign work

**Country:** United States / Canada

**Industry:** Information Technology

**Project Year:** 2024

**Products:** Salesforce / Field Service Management

### Outcomes

- **Improved Field Service Efficiency:** Engineers can manage tickets, prioritize tasks, and handle inventory and RMA in one system.
- **End-to-End Incident Visibility:** Integration with ServiceNow provides real-time updates and traceability.
- **Enhanced Supervision & Logistics:** Supervisors and logistics staff gain centralized tools for ticket management, reporting, and inventory.

# Our Experience

# Our Experience and Strengths in the Salesforce Business

Our experience includes **Over 1,000** customer references

**Over 200 companies** as Fujitsu's Salesforce Company References

## Various Industries



## Various businesses



# Our Global Expertise at a Glance



## 20+ Year Partnership

Fujitsu is a trusted partner of Salesforce, highly praised by customers across the world

1,000+



Salesforce implementations delivered globally

4.6/5



Average Customer Satisfaction Rating



2,300+

Certified Staff

4,200+

Certifications Globally

Japan Partner of the Year

Consulting Partners 2024



**Ready to take the next step?**

**Contact us to discover how we  
can drive value for your business.**