

# Salesforce AI Capabilities

Use AI to enhance decisions, personalize interactions, and automate at scale—on the trusted Salesforce platform



# 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?**

Enable AI agents to achieve complex goals with minimal human input.



**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.

# 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.**