

## 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.