

Reframing Hi-Tech Service Operations with Salesforce AI for Smarter Contact Centers

Introduction

LTM helps hi-tech and original equipment manufacturers (OEMs) modernize legacy contact centers with Agentic Service Cloud Voice, tightly integrated with Salesforce and Amazon Connect. By bringing together voice, case data, customer context, authentication, self-service, and real-time agent support into a unified service experience, we help enterprises reduce service costs, improve service speed, and deliver more personalized support at scale.

Where Service Operations Break Down

High-tech and OEMs continue to depend on legacy contact center platforms, outsourced support models, and disconnected service systems to handle large volumes of product support, warranty, parts, and service requests. Agents switch across tools, customer data is underused, automation is limited, and leadership lacks clear visibility into call drivers and performance. The result is higher service costs, longer handling times, slower resolution, and inconsistent customer experiences across regions.

How Salesforce Makes It Work



Unified Voice and Service Experience

- Bring Service Cloud Voice and Amazon Connect together in Salesforce so agents can manage calls, cases, customer data, and digital interactions in a single workspace.
- This removes system switching, improves agent productivity, and creates a more consistent service experience.



Secure and Personalized Call Routing

- Uses PIN- and phone-number-based authentication to speed up the verification of trusted customers.
- Routes calls using real-time Salesforce data so customers reach the right agent with the right context from the start.



Self-Service That Reduces Inbound Demand

- Enables customers to check case status, view part estimated times of arrival (ETAs), and manage service requests through agentic workflows.
- This reduces avoidable call volume and improves first-contact resolution.



Real-Time Agent Assistance and Supervisory Visibility

- Uses live call transcription, sentiment analysis, and Omni Supervisor tools to give supervisors visibility into active interactions.
- Provides agents with contextual guidance during calls, helping improve response quality, consistency, and service control.



Insight-Driven Service Operations at Scale

- Uses native Salesforce reporting and dashboards to track call volumes, missed and dropped calls, customer satisfaction (CSAT) trends, service-level agreement (SLA) compliance, and agent performance.
- Supports a cloud-based operating model that can scale globally and adapt to new service channels over time.

What Enterprises Stand to Gain

30-40%

lower operational costs by replacing legacy and outsourced contact center models.

25%

lower average handling time (AHT) through a unified agent experience and automation.

15-20%

higher customer satisfaction (CSAT) through faster resolution and more personalized interactions.



Better call containment and self-service adoption, reducing inbound call volumes.



Full real-time visibility into missed calls, dropped calls, service bottlenecks, and agent performance.



A scalable global service model ready to support growth and new channels.

Why LTM

LTM helps hi-tech enterprises as their Business Creativity Partner by turning fragmented contact center operations into connected, intelligent service experiences. By combining Salesforce, Amazon Connect, and deep service transformation expertise, we help organizations simplify service delivery, improve agent performance, and create more responsive, cost-efficient support models that scale.

Make every service interaction count.

Partner with LTM to build a faster, more intelligent contact center with Salesforce AI – Mohit.Mohan@ltm.com