



By ‘intelligent,’ we mean intelligence augmented—combining AI, automation, and analytics with human expertise to elevate service value and outcomes, while enabling autonomous agent interactions where they create the most impact.

# Power customer resolution with PwC’s Intelligent Service Transformation on Salesforce

A scalable foundation for the next generation of AI-led customer service transformation

## What is PwC’s Intelligent Service Transformation on Salesforce?

Our intelligent service transformation capability is built on Salesforce and includes:

- Autonomous AI agents as trusted service specialists that understand customer intent and carry context across channels—resolving issues independently while actively assisting human agents through contextual escalation when needed
- Human agents that are elevated and enabled, not replaced
- The future of human-like phone interactions as intent-based, informed conversations

# What's forcing the next evolution of the contact center

Traditional service models are no longer keeping pace with customer expectations or operational realities. They were designed for predictable demand, single channels and human only resolution. Clients want service operations that:



Respond dynamically to fluctuating volumes matching the inherent volatility of demand



Maintain context and seamless handoffs as customers move across voice, digital, and self-service



Resolve routine issues digitally while escalating complex needs to human agents



Confirm accurate, informed, and reliable support across every interaction



Increase capacity and coverage without adding proportional staffing

## Enhance customer-centric support

From reactive support to intelligent resolution:

- Issues are identified, routed, and resolved through a clear understanding of customer intent
- Human agents engage when judgment, empathy, or escalation is needed, immediately joining with detailed context and ability to resolve
- Service shifts from case volumes to value outcomes

## Unlock opportunity with agentic efficiency

Operational challenges turned into measurable value:

- Lower cost-to-serve through autonomy and assistive support
- Faster, more consistent outcomes
- Scalable capacity without linear headcount growth
- Higher productivity and reduced attrition
- Improved trust and customer satisfaction

## The difference with Agenfforce

Clear impact across the organization:

- Customers: Faster resolution, fewer handoffs, higher confidence
- Agents: Less repetitive work, more meaningful engagement
- Service Leaders: Predictable performance, scalable operations, integrated platform
- Execs: Measurable ROI, AI-ready service model

# How to unlock our Intelligent Service Transformation on Salesforce

Our intelligent service transformation on Salesforce helps organizations move from interaction handling to outcome-driven customer resolution through our 3-step activation path:

## 01

### Vision sprint: Igniting the AI journey

PwC will facilitate a half day ideation and inspiration session to kickstart alignment and inspiration through immersive demos, IT and business stakeholder collaboration, and use case exploration.

## 02

### Business case and strategy: Vision into value

Following the session, PwC will host a 3-day workshop to develop a tailored business case, align on strategic priorities, and set the stage for execution.

## 03

### Execution plan: Scale with impact

PwC specialists will lead a 6-8 week project to translate vision into action with a strategic roadmap, execution plan, and executive alignment support.

## 04

### Reimagined contact center implementation

PwC will help deliver an agentic contact center designed to support human talent with agentic voice integrated capabilities to reimagine customer service at scale.

PwC helps organizations move from interaction handling to outcome-driven customer resolution. We collaborate with clients to define success metrics, establish clear KPIs, and design value-based models that de-risk investment and accelerate impact. To explore how our intelligent service transformation can transform customer service outcomes, contact us today.



**Tristan Hockley**

tristan.hockley@pwc.com  
+65 9753 6736



**Emily Wilhelm**

emily.w.wilhelm@pwc.com  
+60 3-2173 1188



**Shuchi Mehta**

shuchi.m.mehta@pwc.com  
+65 9752 6816