



How Service Cloud Voice Powered by Vonage Delivers an Omnichannel Experience

Omnichannel: Your CX, Bottom-Line, Efficiency Boost

Customers like to contact businesses on their preferred channel and schedule. They also expect to be known and supported, without having to repeat themselves.* And businesses want their customers to be loyal and spend more. Is this trilogy possible?

Yes. It starts by removing barriers to communication and friction when customers want to contact you. Calls have long queue times and digital channels, like email and web chat, can take a number of responses to get the correct answer. You need to handle these changes at capacity so that customers get their answers quickly.

Service Cloud Voice Powered by Vonage

Service Cloud Voice seamlessly combines digital channels, such as webchat or WhatsApp, with the traditional voice channel. Add the functionality and reliability of Vonage Contact Center (VCC), and you can now deliver an omnichannel experience. That's because Service Cloud Voice helps complement digital channels with a powerful and dedicated voice channel solution, rather than simply integrating voice into Salesforce.

*Source: [Vonage Global Customer Engagement Report 2022](#)

"It is not surprising that Vonage is one of the first to deliver a generally-available Partner Telephony solution for Service Cloud Voice. Vonage has a long history of success in the market and has worked closely with Salesforce to bring innovation to their current and future customers."

Sheila McGee-Smith | President & Principal Analyst
McGee-Smith Analytics

Customer Spotlight: CFA Institute

After implementing Service Cloud Voice, CFA Institute chose Vonage to provide partner telephony. By deploying one of the most intelligent and globally available contact center solutions in the market, the institute is driving more intelligence, insights, and automation to its customer service and agent experience. The combined efficiencies have helped increase agent productivity and customer resolution.

"Comparing the four months prior to the four months post Service Cloud Voice deployment, our time to close for phone cases has improved by 30%. We will also save over 350 hours in administration overheads annually with the ease of access to information for forecasting and user management."

Kristina Dillon

Manager, Service Cloud
Administration | CFA Institute

Your Agents Benefit

Salesforce and Vonage provide agents with a great experience. Why is this important? Effective agents can serve more customers and deliver better service. If agents can easily see the customer's context across channels, they no longer need to look for missing details. This then reduces average handling time, increases capacity, improves speed to resolution across all channels, enhances consistency, and delivers an overall superior CX.

And why is *that* important? Because the value of happy customers is huge. Simply consider that:

- Three out of four customers will stop buying due to bad experiences
- Half of those only need a single negative incident or two

Source: *Vonage Global Customer Engagement Report 2022*

Salesforce and Vonage enable this productivity by allowing agents to take interactions only from within Salesforce, instead of a separate application on the desktop. Through this integrated experience, agents can make the most of the context Salesforce provides and use this information in one place to provide a better CX. This is simpler than using a third-party solution, which adds complexity to deployments, handling time to a call, and multiple applications to administer and monitor. Service Cloud Voice and Vonage help leverage the benefits of **Customer 360** across all channels.

The Business Impact of Digital Expectations: Frustrations and Elations

Customers expect a bad CX - they're used to it! So when they get a great CX, they celebrate - with reviews, loyalty, recommendations, and more.



Your Back-Office Benefits, Too

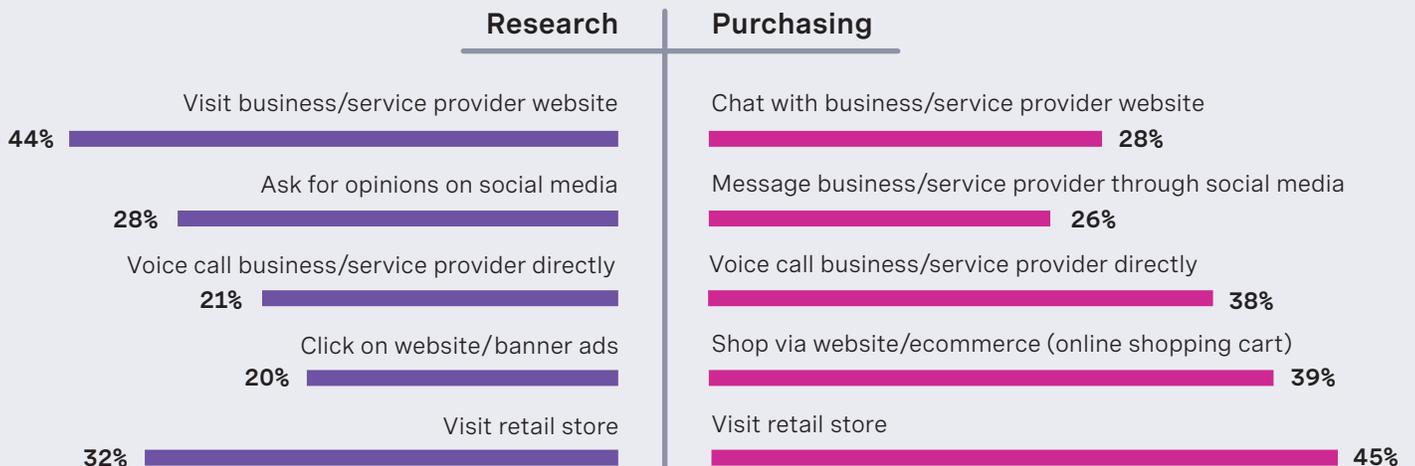
Everyone in a business is responsible for the customer experience. This means linking your front- and back-office staff with a customer-facing omnichannel solution that ensures that agents can provide the best answers to customers as quickly as possible. Vonage lets you future-proof your business with an integrated unified communications and contact center solution, so that all of your groups can collaborate and contribute to building long-lasting experiences for your customers and employees. Everyone benefits from a single interface, common call controls, single sign on (SSO), presence synchronization, and availability.

“The Vonage Business Communications and Vonage Contact Center solutions have integrated advanced CRM-related functionality into the Axio Acceleration Platform in a way that empowers our salespeople to work smartly and efficiently,” said Rick Baff, Chief Information Officer, Axio Financial. *“Vonage has enhanced our flexibility in outbound dialing, provided reliable, high-quality voice functionality, and has enabled data integration in our CRM.”*

Source: **Vonage and Axio Financial**

Before, During, and After the Purchase: Research vs. Purchasing

It’s the age of the communicative customer. So for a business, being communicative right back is a must. For non-routine purchases, customers research and buy differently. Will great CX for one customer also earn you their friend’s business?



Source: **Vonage Global Customer Engagement Report 2022**

“Vonage Contact Center is the best and tightest native telephony integration with Salesforce.”

Benjamin Irvine | Senior Director, Product Marketing, Service Cloud | Salesforce

Customer Spotlight: Key Travel

Key Travel helps humanitarian, academic, and faith-based organizations get where they need to go as quickly, safely, and sustainably as possible. Many of their customers reside in regions that have been severely affected by poverty, war, and Covid. Sustaining travel routes for doctors, nurses, and scientists to these areas is a top priority. It's no wonder customers turn to Key Travel and its state-of-the-art digital tools to book cost-effective and eco-friendly travel. In fact, customers can enjoy 24/7 service through the Global Travel Hub powered by Vonage Contact Center.

"Vonage is the best example I've ever seen of a partner stepping forward, recognizing our business challenges, and doing everything they can to improve the solution. The investment that Vonage was making in their technology was astounding, but more importantly, I knew they had our best interests at heart. They understood we could not have any second of service outage, and they've stood up to that."

Daniel Morris

Group IT Director | Key Travel

Vonage Routing Solution

To optimize the omnichannel experience, it's best to use a single routing engine. This prevents two systems from fighting against each other to deliver interactions to agents, ensuring improved capacity and planning across all channels. And it means a single source of truth when it comes to reporting.

A single routing engine keeps agents optimally occupied with interactions based on their skills and capacity. Customers are directed to the most appropriate agent – which reduces wait times, helps agents provide a great experience, and allows agents to manage multiple interactions at once.

You may wonder about the viability of Presence Sync – where two systems are made aware of each other. Although this is an option for certain call center situations, it does not offer a single reporting view. Nor does it ensure agents are optimally routed with work, as they can only accept interactions from one system at a time.

This is where the Vonage Contact Center routing engine can help.

First, VCC routes Salesforce channels through external routing alongside voice. The long history of the VCC routing engine is leveraged – including routing decision expertise to over 800 global customers.

VCC can provide configurable capacity across media types, for agents or whole accounts, giving flexibility to supervisors to meet customer needs. Individual agents can set skill proficiency, so their skills are presented to a relevant interaction.

This, combined with reporting packages both inside and out of Salesforce, gives supervisors access to relevant data regardless of where they work. For example, companies have seen:

- Average handle time reduced by 20%
- NPS increased by 20 points

Source: [Vonage and WebPT](#)

Customer Spotlight: SameSky Health

SameSky Health turned to Salesforce and Vonage to power omnichannel interactions to over 2.3 million members in 25+ languages. The personalized delivery helped to create the trusted relationships needed for more impactful, meaningful experiences.

"Our goal is always to build trust and connection with people as we support their healthcare journey. When we launched CultureGuide powered by Salesforce and Vonage, we reached out to 40,000 Medicare Advantage patients who had not had an annual exam in nearly two years. Within four months, 17% of these patients had received an exam, and that number continues to grow."

Ray Carvill

Director of Product Operations
SameSky Health

"The Vonage Contact Center solution is a welcome addition to the Service Cloud Voice ecosystem. The expansion of Service Cloud Voice for partner telephony enables customers to integrate the telephony experience natively within the agent workspace, combined with CRM data, process, and voice intelligence."

Patrick Beyries | Former VP of Product Management, Service Cloud | Salesforce

Why Vonage and Service Cloud Voice?

Businesses have KPIs and SLAs that mandate customer support in a timely manner. But meeting these should not be channel dependent. It's best to optimize the interactions across different channels. Treating voice as a separate channel and not looking at the customer interactions holistically will drive segmentation, poor planning, and siloed thinking.

That's why Vonage and Salesforce seamlessly integrate to meet your omnichannel contact center needs. Thanks to a customer-focused toolkit, you can serve customers through the powerful digital channels that Salesforce provides — and add voice with the single Salesforce UI, agent experience, routing, and reporting models.

Explore the power of Service Cloud Voice powered by Vonage and enhance your omnichannel experience today.

Get Started

Learn more at vonage.com/scv