Salesforce Optimizes Customer Connections with the Power of Phone Number Testing

Find out how Salesforce achieved a 99% + connection rate with Cyara's Voice Assure.

Salesforce is a global leader in customer relationship management solutions. Prior to utilizing phone number testing, they faced a challenge in ensuring the availability and quality of their phone lines which were spread across the globe.

Company: Salesforce

Industry: Cloud-based Software Company

Location: Headquartered in San Francisco, California, U.S.

Challenges:

- Limited visibility into the quality of their phone lines
- Customers experienced long wait times
- Customers were unable to reach them
- Limited visibility into the performance of their global numbers and carriers
- A negative brand reputation and customer experience.

Solutions:

- Voice Assure

"We can see if a certain phone number or a certain carrier is performing poorly against another carrier in the second country or against the country benchmark that Voice Assure provides us with. As a result of this, we've gained a lot of trust with our customers and our internal stakeholders"

- David Conway, Lead Systems Engineer, Salesforce.

Salesforce identified several challenges within their contact centers, including the need to optimize phone numbers to ensure strong customer connections. They had limited visibility into the performance of their global numbers and carriers and often had to rely on customers to report issues. They realized that their numbers were still a critical channel and if customers were unable to reach them, it could lead to reputational damage and a negative customer experience.

To overcome this challenge, Salesforce partnered with Spearline (now Cyara) to leverage the Voice Assure solution. This allowed the Salesforce team to proactively test their phone numbers and have increased visibility, allowing them to act on issues in a timely manner.

Challenges

Salesforce has over 800 customer facing numbers spread across the globe but was impacted by limited visibility into their performance.

"A lot of the time we relied on customers coming to us to report an issue about one of our phone numbers via another channel."

- David Conway, Lead Systems Engineer at Salesforce

Salesforce was looking for increased visibility of their phone lines and a solution that will truly replicate their customer call path. Their objective was to move away from reactive firefighting and instead focus on proactive measures to anticipate and address issues before they arise. This transition aimed to optimize their operations and ensure a smoother customer experience.

CYARA

KEY OUTCOMES

Enhanced visibility
Voice Assure allowed Salesforce to make more informed decisions based on clear, reliable information.

Improved customer confidence
With reduced wait times and quicker resolution time, CX, confidence and loyalty all improved.

99%
Enhanced connection rate
Salesforce maintains a monthly connection rate of 99% or higher.

Solution

Salesforce originally partnered with Spearline (now Cyara) and utilized our Voice Assure solution to proactively test their phone numbers. Voice Assure allows Salesforce to generate calls from different countries, locations and providers, and experience exactly what their customers do.

"Today, we are now doing about 60,000 tests a month"

- David Conway, Lead Systems Engineer, Salesforce.

This proactive monitoring of connection and audio quality gives Salesforce increased visibility into the performance of their contact phone numbers providing the key telecom metrics. It also reduces the time spent troubleshooting as they can use Voice Assure and Voice Assure Realtime to investigate and analyze the root cause of the issue, allowing for more prompt resolution of issues.

When the issue is detected, the Salesforce team instantly receives real-time alerts directly into their Slack application. These alerts contain call samples and all vital information related to the issue and impacted number. This enables the team to swiftly prioritize and address the problem at hand. Moreover, the threaded communication within the alerts fosters seamless collaboration among all teams involved.

As a result, everyone has immediate access to the relevant context, expediting the resolution process.

Through these improvements, Salesforce has enhanced its customer service and built stronger relationships with its customers.

Results

Through using Voice Assure, combined with Slack alerts, Salesforce is now able to proactively test their phone numbers and act on issues as soon as they occur. They are able to improve the performance of their phone numbers through successfully affecting carrier change and as a result provide a higher quality of customer service around the world. This has led to more positive customer experiences, improved reputation and increased revenue growth.

The introduction of Voice Assure for Salesforce's testing needs has yielded significant improvements and outcomes. All of Salesforce's tests are now scheduled to run automatically, with the frequency determined based on the priority assigned to each phone number. Their internal phone numbers receive lower priority compared to their customer-facing numbers, allowing them to adjust the testing frequency accordingly.

CYARA

Prior to implementation, Salesforce faced a challenge: a lack of visibility into the quality of their phone connections. Without this information, Salesforce was unaware of the extent of their call performance issues. It was only after conducting their initial tests that they realized the true severity of the problem. Initially, connection failure rates were as high as 15% across their phone numbers in some months. Such a high failure rate was far from satisfactory and needed immediate attention and remediation.

Since Salesforce began testing, they have witnessed a remarkable transformation of call performance. Presently, Salesforce achieves a connection rate of 99% or higher on a monthly basis. This improvement demonstrates the effectiveness of our solution enabling Salesforce to address and rectify the underlying issues that previously plagued their communication infrastructure.

By proactively monitoring phone numbers, Salesforce has also gained increased visibility into the performance of their carriers. This allows them to take prompt action if needed, ensuring seamless communication and accessibility for customers regardless of their geographical location.

"Before Spearline [now Cyara], a customer would be less likely to report an intermittent issue to us because they couldn't reach us. In the sales world, if a caller can't get through they'll move on to the next place. So it's very important to us that our customers can reach us the first time they call."

- David Conway, Lead Systems Engineer, Salesforce.

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