

SUCCESS STORY

Global Premium
Footwear Retailer

VALUE DELIVERED

- ✓ Served as a **strategic advisor** from assessment through implementation and adoption.
- ✓ Conducted a **comprehensive audit** of the technology landscape and identified high-value AI opportunities.
- ✓ Standardized **global service processes** while preserving necessary local variations.
- ✓ Embedded **change management** to drive alignment and long-term adoption.
- ✓ Established a scalable foundation for **future expansion** across AI, data, service, and customer engagement initiatives.
- ✓ Earned a customer satisfaction **rating of 5/5** for leadership, collaboration, and delivery approach.



OSF | DIGITAL

Transforming Global Customer Service with AI-Powered Operations and Unified Experiences

Customer Profile

Present in more than **60 countries**, the company serves a large international customer base through multiple channels and markets.

Challenge

- ✓ **Fragmented regional service** platforms created inconsistent customer experiences.
- ✓ A **complex ecosystem of 180+ systems** limited visibility and operational efficiency.
- ✓ **Manual handling** of high-volume post-purchase inquiries increased costs and slowed service.
- ✓ Disconnected customer, order, and knowledge data **reduced agent productivity**.
- ✓ Needed to standardize service delivery globally, scale support, and **enable 24/7 customer assistance** without proportional headcount growth.

Customer Adoption

- ✓ Customer service, contact center, operations, IT, and business teams **adopted the solution globally**.

Outcome-Driven Solution

OSF designed and implemented a **unified AI-powered customer service** ecosystem built on Salesforce technologies.

The solution includes integrations with **Agentforce, Service Cloud, Service Cloud Voice, Amazon Connect, and Order Management System**.

Key capabilities included:

- ✓ **AI-powered self-service** for high-volume customer inquiries and post-purchase support.
- ✓ **Real-time access** to customer, order, and interaction data.
- ✓ **Automated case classification through Einstein**, routing, summarization, and escalation workflows.
- ✓ Unified voice, email, and chat experiences through a **single service platform**.
- ✓ AI-assisted handoff between automated and human-assisted service with **full customer context** preserved.

- ✓ OSF supported adoption through structured audits, discovery workshops, change management, proof-of-value sessions, stakeholder alignment, and **phased implementation** planning

- ▶ **50%** case containment achieved at launch
- ▶ **90%** workflow unification
- ▶ **24/7** AI-powered customer support
- ▶ **60+** countries operating with standardized service
- ▶ **61%** increase in PBT
- ▶ **8-15%** increase in revenue in the US, EMEA, and APAC
- ▶ **ZERO** qualification time for contextual responses

PRODUCTS

Service Cloud with Voice

Agentforce

Einstein Case Classification

- ✓ Adoption was scaled across more than 60 countries by addressing regional requirements while establishing **global service standards**.

Get in touch with OSF Digital

Check us out on AgentExchange

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