

CASE STUDY

Customer Engagement to the Power of AI

m-Pledge

Voice AI + Salesforce for complex, global customer service

CLIENT Top-10 global technology products, services & systems integration company

THE CHALLENGE

A multi-layered support journey — from Level-0 triage to specialist troubleshooting — where every handoff added cost and delay.



Contract-specific complexity

Accurate authentication and instant contract retrieval for every case.



Only 3 languages supported

A global caller base, but consistency capped at three languages.



Fragmented handoffs

Multiple layers between call center triage and specialist support.

THE SOLUTION · AI INTEGRATED WITH SALESFORCE SERVICE CLOUD



FOUNDATION

Unified case management backbone

Salesforce Service Cloud as the single omni-channel system for ticketing, tracking and knowledge — one record of truth.



INTELLIGENCE LAYER

AI voice agent, integrated end to end

Authenticates callers, retrieves contracts, and logs and routes cases in real time — inside a strict security & guardrails framework.

RESULTS



70%

Reduction in case logging time



75%

Reduction in call center resource cost



11x

Language coverage (3 → 33 languages)



Live

Scaling to new geographies now

WHY IT'S DIFFERENT

- ✓ Embedded inside business workflows with tangible ROI — not a bolt-on chatbot demo
- ✓ Part of the enterprise architecture — integrated with Salesforce, SAP and the customer portal
- ✓ Compliant by design, with data security and guardrails built in from day one