



Salesforce + Vonage Premier for Service Cloud Voice: A winning formula for your digital workplace

Build more engaging experiences for
contact center agents and customers



"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

A winning formula

Let's begin with a seemingly simple formula: happy agents = happy customers. Organizations with contact centers understand the role that agents play in creating positive interactions with customers.

Employee engagement is the subject of an **ongoing, global analysis conducted by Gallup¹** across business industries and company sizes. The Gallup study defines employee engagement as "the involvement and enthusiasm of employees in both their work and workplace." The study found that engaged employees are more productive, experience less absenteeism, and have better retention. This is important as engaged employees can positively impact team environments, customer experiences, and business outcomes. However, among organizations in the Gallup study, global employee engagement remained at 23% in 2023 and increased slightly among U.S. employees from 32% in 2022 to 33% 2023.

How can companies support engagement? As digital transformations take place across industries, it's important to ensure that the right tools are made available to employees. Equipped with the right digital tools, contact center agents can increase productivity and streamline issue resolution, resulting in happy customers. With a proliferation of tools and communication channels available, how can organizations create engaging experiences for agents and customers? The key to ensuring success is infusing digital workplace trends into contact centers.

This is where a new formula emerges: Salesforce + Vonage Premier for Service Cloud Voice = happy agents and customers. This whitepaper will address how coupling Vonage Premier for Service Cloud Voice with an existing Salesforce CRM can enhance your organization's digital workplace — and drive increased agent experiences and customer engagement.

¹ Gallup, Employee Engagement Survey, 2023
<https://www.gallup.com/394373/indicator-employee-engagement.aspx>



The intersection of customer engagement and agent experience

Customer engagement has become highly discussed across industries. Let's dive deeper into what this means for contact centers and how the agent experience is directly correlated.

Providing customers with positive experiences and quality support matters. According to the **Vonage Global Customer Engagement Report 2024²**:

- 74% of customers surveyed are likely to take their business elsewhere as the result of a bad experience
- 46% only need one or two bad experiences before they leave.

Great experiences, however, can positively impact business objectives and the bottom line. Consider that:

- 52% of customers surveyed will become more loyal to a company/provider
- 35% will even purchase additional products.

Despite this, only 42% of customers were very satisfied when communicating with businesses.

So where do agents come in? In a contact center, agents are typically the first step to delivering strong customer engagement, making it crucial to equip them with the right communication tools. Enhancing your digital workplace empowers agents to resolve issues quickly and increases productivity – and your customers will enjoy a better experience. The convergence of data and AI has only fast-tracked the need to connect with customers in a personalized way on their preferred digital communications channels – from webchat to email, SMS to video, and social channels.

²Vonage Global Customer Engagement Report 2024

<https://www.vonage.com/resources/publications/global-customer-engagement-report/>



How does Vonage work with Salesforce?

Contact center vendors work with Salesforce Service Cloud Voice in different capacities. As new Service Cloud Voice functions are launched, the relationship that a vendor has with Salesforce will impact their understanding of the product roadmap, speed-to-market for new features, and how they add value to the solution. Together, Vonage and Salesforce deliver the premier Service Cloud Voice experience.

Vonage maintains a long-standing, close relationship with Salesforce as a premier ISV (Independent Software Vendor) and Summit partner, and as a recipient of multiple Salesforce awards. In fact, Vonage originally developed the OpenCTI standard with Salesforce more than a dozen years ago. Today, Vonage Contact Center experts and product managers work closely with Salesforce counterparts and are best positioned to deploy valuable services based on new developments. As a result, we are able to deliver solutions tailored to customer needs.

Our contact center experts leverage well-defined processes for customer discovery, allowing us to deeply understand a customer's business needs. This pre-sale excellence continues during the post-sale phase with our industry-leading Professional Services, Customer Success, and Customer Support teams. You don't have to take our word for it – just look at customer reviews on the [Salesforce AppExchange](#). Vonage is a highly rated contact center vendor, with the highest number of reviews at an average rating of over 4.9 out of 5.

As a case in point, the Vonage Premier for Service Cloud Voice contact center and unified communications apps are designed with deep and seamless integration into Salesforce. This reliable and scalable integration empowers businesses to enhance the agent and customer experience with AI-driven, omnichannel and global calling capabilities. We help customers create a robust and deeply integrated contact center solution for Salesforce, as well as support their front and back offices with phone and video conferencing capabilities. We can also help larger organizations connect with global customers as Vonage Premier for Service Cloud Voice is supported in over 80 countries. To put it simply, Vonage Premier for Service Cloud Voice makes managing, deploying and consolidating multiple communication solutions easy.

"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

Accolades

Salesforce Premium ISV Partner,
2009 - present

Salesforce Summit Partner,
top 25 overall globally

Leader on the AppExchange,
with 875+ reviews and a 4.9/5 rating

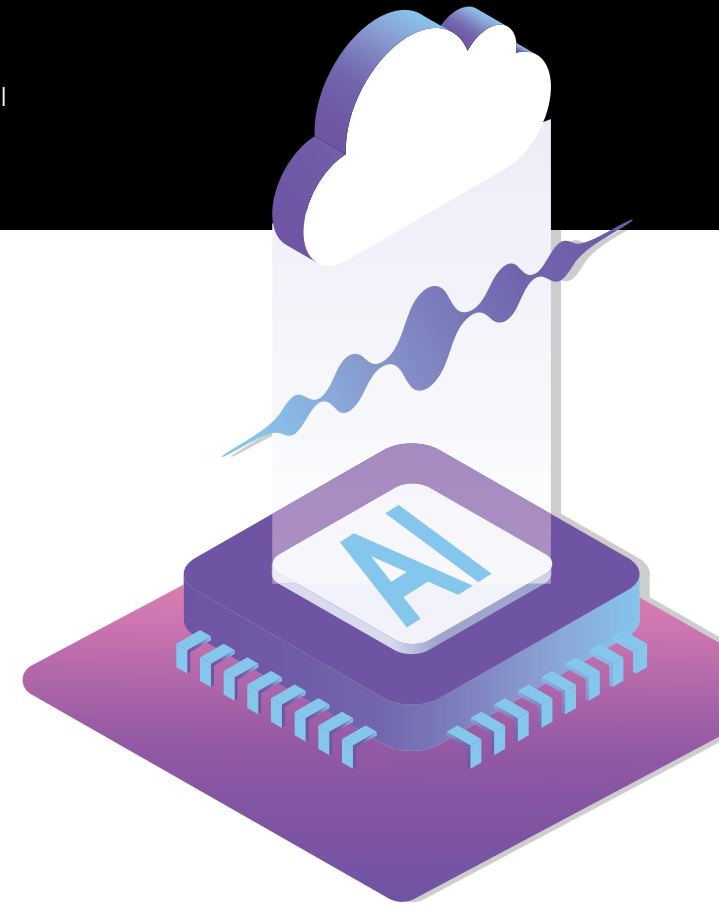
Salesforce.org Cross-Industry ISV Partner
of the Year EMEA Award, 2020 and 2021

Salesforce Partner Innovation
Award for Customer Success, 2020

Can Vonage AI enhance Service Cloud Voice?

At Vonage, we own our AI code and have access to a significant internal data science group. For these reasons, we ensure that products receive some of the industry's best inputs for future developments. All of this is particularly applicable to the contact center, and especially to Service Cloud Voice. Below is an overview of how each AI feature can benefit your agents and your customers.

AI Features	How agents benefit	How customers benefit
Self-service conversational AI interactions that make automation a competitive advantage	More straightforward calls are answered by the voicebot, freeing up agents to focus on more complex cases	No wait time, access to answers 24 x 7
Dynamic routing with agent capacity before the call	A steady flow of interactions, based on agent skill set, fairly distributed among contact center colleagues	Customers get routed to the best-skilled agent with the capacity to handle the iteration in that moment
Real-time speech analytics and recommended or next-best actions during the call	Vastly reduced ramp time for new agents, along with consistent practices across contact center colleagues	Confidence that the agent is providing the best possible answer in the shortest possible time
Speech analytics/ Conversational Insights generating actionable insights at scale after the call, based on what agents and customers discuss	Vastly improved training and coaching, helping agents to deliver a better service and help improve sales	Assurance that the contact center is continuously learning and improving
Automated call summarization (beta), leveraging Large Language Models, after the interaction	Automated call summarization of the call transcript saves time and removes drudgery, with the option for the agent to review and edit the summary for accuracy	Better availability of and happier agents, rather than having them tied up in post-call work they can answer calls sooner and customers are waiting for shorter periods of time



Can Vonage improve agent communications?

At Vonage, we own our own unified communications product. The shared platform in this product means that organizations can benefit from a single interface, common call controls, single sign on (SSO), presence synchronization, and availability. This ensures that all of your groups can collaborate and contribute to building truly engaging experiences for both customers and employees.

Even with the best possible agents and the best AI tools, there will always be instances when agents need help from a subject matter expert. Examples can include questions on complex technical inquiries, detailed finance issues, etc. Agents need a fast and reliable way to connect and communicate with back-office experts. This can include helping agents quickly check subject matter experts' availability, transferring customer calls to them, or even arranging three-way conferences. Adding Vonage Premier for Service Cloud Voice to your Salesforce solution can fuel agent connections to back-office subject matter experts – helping streamline customer questions and issues.

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

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

Did You Know?

Enhancing agent communication capabilities doesn't have to end there! If your organization uses Microsoft Teams, you can benefit from Vonage's pre-built Microsoft Teams integration. So, whatever your preference for collaboration and communications, Vonage has you covered!



How else can Vonage help?



In addition to our contact center's leading position with Salesforce, AI benefits, and communication enhancements, there are many other Vonage Premier for Service Cloud Voice differentiators to consider for your organization.

Phones and dialers:

Our vast experience with designing and deploying Salesforce contact centers means that we can provide you with full support for hard phones, WebRTC/softphones, and mobile phones. Our dedicated Service Cloud Voice outbound automated dialer and capacity and routing model can also be leveraged across multiple channels.

Audio:

At Vonage, we're proud to ensure the highest quality audio for Vonage Contact Centers. This clarity optimizes call transcription accuracy and speed to drive Next Best Action and Conversation Intelligence. This capability is critical for Service Cloud Voice success.

Analytics:

Vonage Call Analytics is built-in to our standard contact center offering, with the option to add Vonage Conversation Analyzer, a Speech Analytics tool, and Screen Recording. These tools can help management and supervisors get the best possible understanding of contact center activities and to optimize both processes and sales.

Partnerships:

For the more advanced contact center, Vonage has integrated partnerships for Conversational Messaging, Workforce Management, and Secure Payments, which many customers use.

Support:

Vonage provides round-the-clock, 24/7 service and support globally. We have support for Salesforce Shield deterministic encryption, as well as the ability to further augment the contact center solution with Vonage's extensive range of communications APIs.

Getting Started

Ready to adopt the Salesforce + Vonage Premier for Service Cloud Voice formula to make contact center agents and customers happy?

Visit us at vonage.com/scv to get started! Learn more about our Service Cloud Voice integration or connect directly with a Vonage expert.

