



# Revolutionizing *customer support* in telecom with *Agentforce*

Capgemini 

# Executive Summary

In an increasingly digital telecom landscape, delivering efficient and personalized customer support is critical to maintaining customer satisfaction and loyalty. This whitepaper explores the development of Salesforce Agentforce, an AI-powered conversational assistant solution designed to tackle key challenges in the telecom industry. Focused on enhancing user convenience and operational efficiency, the conversational assistant is tailored to address common customer needs and specific use cases.

## Key Challenges Addressed by Agentforce

- 1. Increasing Amount of Support Tickets:** Automates routine inquiries, freeing up human agents for more complex issues.
- 2. Operational Inefficiencies:** Provides instant, 24/7 support, ensuring quick resolutions and improving customer satisfaction.
- 3. Increasing Customer Needs:** Leverages advanced CRM systems and data analytics to deliver tailored recommendations and solutions.
- 4. Regulatory Compliance, Data Privacy and AI Ethical Considerations:** Ensures robust security measures to maintain customer trust, adhere to industry standards, and uphold ethical principles in AI usage.

## Use Cases

- 1. Technical Support for Internet Issues:** Empowers users to troubleshoot connectivity problems through self-service solutions, with seamless escalation to support agents when needed.
- 2. Invoice Analysis and Personalized Plans:** Provides real-time access to billing information and us-age data, offering AI-driven recommendations for subscription plans.
- 3. Subscription Modifications:** Enables users to make real-time adjustments to their subscriptions, such as adding data or call bundles, with immediate confirmation of changes.

## Benefits

- **Operational Efficiency:** Reduces reliance on human agents for routine queries, streamlines support processes, and enhances overall efficiency.
- **Customer Engagement:** Delivers accurate, timely, and conversational support at scale, improving customer satisfaction and loyalty.
- **Data Protection and Compliance:** Adheres to stringent regulatory standards and ethical practices, safeguarding customer information.



# What Are The Biggest Challenges Holding Telecom Back?

The telecom industry has made remarkable strides in technology and connectivity, yet it continues to grapple with challenges that impact both operational efficiency and customer satisfaction. As demand for seamless, personalized services grows, providers must navigate the complexities of large-scale operations while ensuring reliability and innovation.

At a time when emerging technologies like 5G, IoT, and Artificial Intelligence (AI) are reshaping the industry, telecom providers are at a crossroads. These advancements present immense opportunities, but they also introduce new layers of complexity.

To drive meaningful change, it is essential to first understand the challenges shaping the telecom landscape. This chapter explores the key pain points faced by telecom providers, their impact on business operations and customer relationships, and the broader implications for the industry.





# Challenge #1 – Increasing Amount of Support Tickets

In the telecom industry, customer support teams handle a high volume of support tickets daily, partly because of 24/7 incoming tickets from multiple channels. However, as telecom services become more complex, so do customer concerns, resulting in even more inquiries that require prompt and effective resolution. Understanding the nature of these support tickets and the challenges they present is key to improving service efficiency.

## High Ticket Volumes

In the telecom industry, the volume of support tickets has been steadily increasing, with companies handling an average of 578 tickets per day, or approximately 17,630 tickets per month (Rahaman, 2024).

One of the primary reasons for the surge in support tickets is inquiries related to [billing accuracy and transparency](#) concerns. With 70% of telecom industry issues tied to these concerns, telecom companies often struggle with intricate pricing models that incorporate customer segmentation, usage-based billing, and promotional discounts. These complexities frequently result in billing errors, leading to confusion and dissatisfaction among customers (Yogesh, 2025). Moreover, unclear communication regarding pricing structures further exacerbates the issue, prompting customers to seek clarification and assistance through support channels.

Another significant portion of tickets is due to [network issues](#). Frequent network outages or slow internet speeds are common problems that lead to a high volume of customer complaints. These issues are often caused by infrastructure limitations, maintenance activities, or unexpected technical failures (Gill, 2024). As telecom companies expand their networks and introduce new technologies, the complexity of maintaining seamless service increases, resulting in more frequent disruptions and, consequently, more support

tickets. [Device compatibility](#) is another contributing factor. With the rapid introduction of new devices and services, customers often face difficulties in ensuring their devices are compatible with the latest offerings. This can lead to numerous support requests as customers seek assistance in resolving these compatibility issues (Matellio, 2024). The constant evolution of technology means that telecom operators must continuously update their systems and provide adequate support to handle these challenges.

As a result, the high volume of customer inquiries, particularly those related to billing and connectivity, significantly drives up support costs.

Furthermore, research indicates that 81% of customers attempt to resolve issues independently before contacting a service representative. When customers do reach out to your support team, it often signifies that your business has not met their expectations for an ideal experience (HBR, 2017). This underscores the high value customers place on self-service options, yet telecom companies continue to face challenges in effectively implementing these solutions.



## 24/7 Support

Ensuring 24/7 support comes with significant challenges. High operational costs are a major concern, as continuous operations require substantial expenses for staffing, infrastructure, and overtime compensation. Managing a skilled workforce around the clock adds complexity, with off-peak hours leading to underutilized resources and peak times overwhelming available staff, causing inefficiencies and longer wait times.

With [round-the-clock support](#), customers are more likely to seek assistance as soon as they encounter an issue, leading to an increased volume of tickets. For global companies, addressing requests across multiple time zones creates a continuous flow of inquiries, further contributing to higher ticket volumes. Additionally, during off-peak hours, limited staff availability can result in longer response times and less effective resolutions, often prompting customers to submit multiple or follow-up tickets.

## Omnichannel Experience

As the volume of support tickets continues to rise, it's crucial to consider how these requests are coming in, with customers reaching out across [multiple channels](#) like email, chat, and social media. Coordinating a consistent level of logistics and service across multiple channels adds complexity, which in turn increases the number of support tickets. Therefore, it is crucial to ensure seamless alignment of inventory, delivery, and customer service operations across all touchpoints to meet customer expectations.

Maintaining an omnichannel strategy is important because studies show that companies with strong omnichannel strategies retain 89% of their customers, compared to just 33% for those with weak engagement (Saleh, 2024).





## Challenge #2 – Operational Inefficiencies

The influx of tickets from various channels places added strain on support teams, creating a cycle of inefficiency that exacerbates the problem. Support agents report that 49% of the incoming support interactions are highly complex (Murphy, 2021). Moreover,

the high volume of tickets and delays in responding to customer inquiries, combined with their complexity, can lead agents to rush through responses to keep up with demand. This increases the risk of errors and inconsistent messaging, frustrating customers and leading to repeated follow-ups, which drives up ticket volumes even further. Equipping support teams with the right knowledge and tools is crucial for efficient problem resolution.

Poor service quality negatively impacts agent experience, drives up [operational costs](#), and increases the risk of burnout, ultimately raising the overall cost per ticket. According to Salesforce (2025), 56% of customer service representatives report experiencing burnout symptoms, largely due to rising customer expectations, understaffed teams, and repetitive tasks. This not only reduces productivity but also leads to higher turnover rates, forcing businesses to hire additional staff or pay overtime to manage workloads, further straining budgets.

Additionally, [inefficient routing](#) of customer inquiries increases operational costs. Without a well-structured system, queries may be misdirected, leading to longer handling times and the need for additional resources. [Routine tasks](#), such as answering FAQs, logging customer issues, and updating customer information, require significant manpower, resulting in higher labor costs and straining the company's budget. Without automation, these repetitive processes further drive-up operational expenses, reducing overall efficiency.

[Operational inefficiencies](#) in customer service create several significant challenges. When agents must switch between multiple platforms to gather information, it disrupts their workflow and consumes valuable time, leading to slower response times. This constant switching also increases the likelihood of errors, as agents might miss critical details or become confused by fragmented information. Additionally, the time spent searching for the right information further exacerbates the issue.

A key factor contributing to these inefficiencies is customer data management. Ensuring the accurate and efficient retrieval of customer information, such as subscription details in telecommunications, is crucial. However, this data is often stored in siloed systems, making quick access and comprehensive analysis difficult. As a result, agents must sift through various sources to find relevant information, leading to delays and inefficiencies. Under pressure to respond promptly, they may resort to generic replies, which can make customers feel undervalued and dissatisfied, ultimately damaging the brand's reputation.

# Challenge #3 – Increasing Customer Needs

The telecom industry is under immense pressure to meet the ever-increasing expectations of today's customers. As technology advances, customers demand not only reliable and seamless service but also personalized support and a consistent, accurate experience. To address these needs, telecom companies must prioritize service accuracy, efficiently escalate and resolve cases, deliver personalized experiences, and leverage big data to enhance customer satisfaction (Arscott, 2023).

## Time to find an answer

According to a survey by Influx, 75% of people expect [fast responses](#) from support agents to meet today's demands, and 51% believe businesses must be available [around the clock](#). Which shows that timely and efficient support in the telecom industry is crucial.

Support agents often lose valuable time searching for accurate and quick answers due to the complexity of telecom services, [fragmented data](#), and vast amounts of information. Customer data is often scattered across various systems and channels, making it difficult to create a unified customer profile. This fragmentation can lead to inconsistent experiences and reduced service agent efficiency, as agents constantly switch contexts, navigating from one knowledge repository to another (Salesforce, 2024).

## Service Accuracy

Focusing solely on infrastructure is insufficient since the lack of perceived value are leading causes for dissatisfaction and churn. In the telecom industry, customers have high expectations for service accuracy, demanding prompt and precise resolutions to their issues across all channels. Whether they contact support via phone, email, chat, or social media, without having to repeat their issues or receive conflicting responses. So, providers must also prioritize consistent accuracy, accessibility and tailored solutions for customers. To retain customers and maintain their competitive position. Together with inefficient workflows, poor ticket prioritization, and varying levels of agent expertise, can hinder accurate service delivery drastically.

Fragmented organizational knowledge hampers the ability to surface the right information within self-service sites. Implementing

a centralized, easily accessible knowledge base and leveraging AI for real-time suggestions can significantly reduce search time and improve accuracy.

## Case Escalation

When support agents are unable to find accurate and quick answers, especially to complex queries, the issue often needs to be escalated to higher-level support or specialized teams.

Not only is case escalation very expensive, but it also impacts customer satisfaction negatively. A report by Zendesk found that 69% of customers define good customer service as a quick resolution to their problem. When issues are escalated, the resolution time increases, leading to a decline in customer satisfaction. Therefore, efficient case escalation and standardizing escalation procedures across departments is crucial.

The telecom industry handles numerous inquiries daily, and without efficient prioritization, critical issues may be overlooked. AI-driven triage and intelligent routing systems ensure urgent matters receive prompt attention and are redirected to the right personnel, improving resolution times and customer satisfaction.



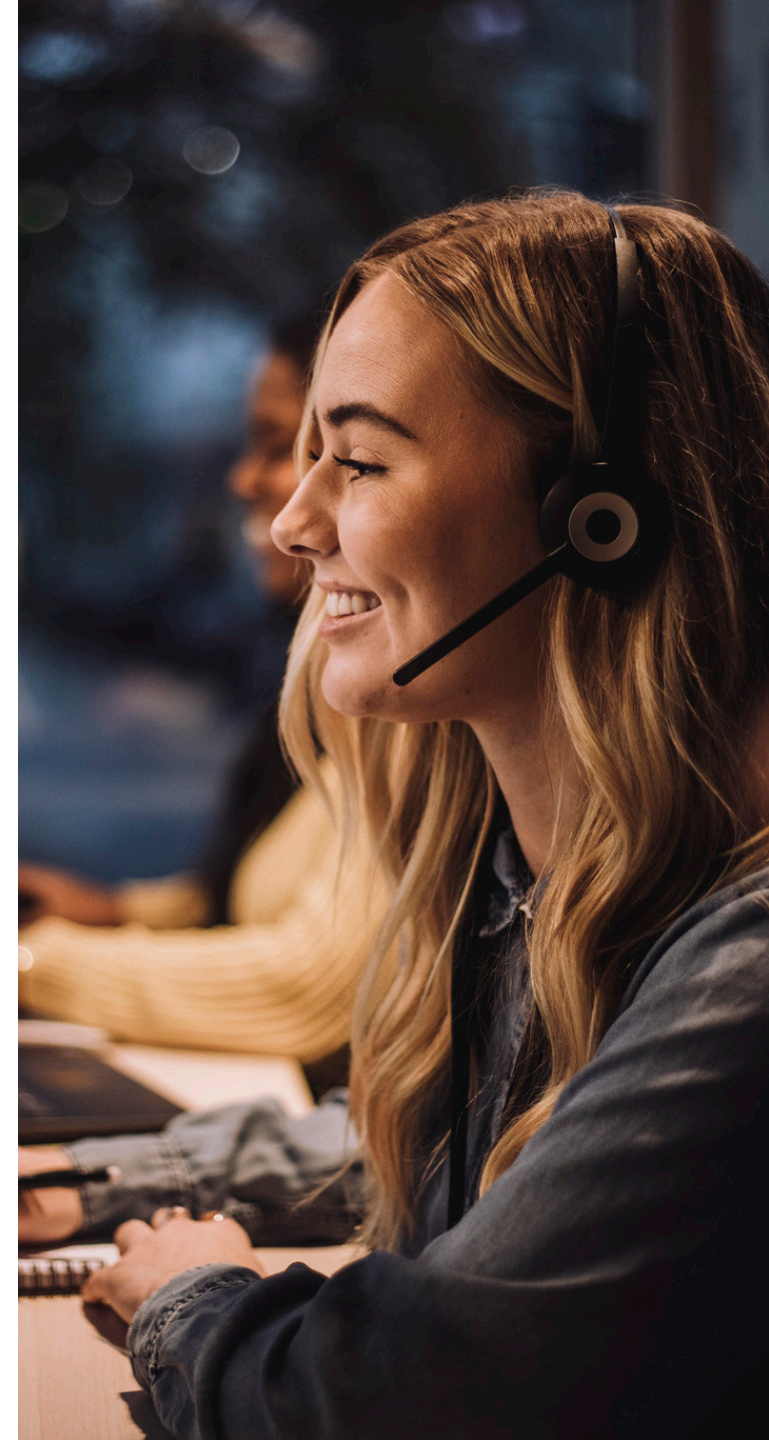
### Hyper Personalized Experiences

Research finds that 80% of customers consider a company's experience as important as its products and services. Additionally, 65% of customers expect companies to adapt to their changing needs and preferences, positioning the telecom industry at the forefront of the big data revolution (Salesforce, 2025).

Vast amounts of data are generated daily from subscribers, networks, and digital interactions, providing immense potential to drive innovation and enhance customer experiences. By analyzing usage patterns, behavior, and preferences, providers can personalize their offerings and address customer needs proactively.

However, effectively managing, analyzing, and leveraging this data presents significant challenges for the industry (Grishina, 2024; Kidron, 2021). Legacy systems and fragmented customer data often limit their ability to deliver tailored services (Shah, 2023). For example, outdated customer relationship management systems make it difficult to create a unified customer view, leading to inconsistent interactions across touchpoints (Schwarz, 2024). One of the foremost obstacles is the diversity of data sources, as discussed on page 7.

A comprehensive view of the customer's history enables agents to provide tailored solutions and avoid redundant questions, thereby enhancing the overall support experience, which customers highly appreciate.





# Challenge #4 – Regulatory Compliance, Data Privacy, and Ethical Considerations

As telecom companies operate in highly complex regulatory environments that use a lot of customer data, it demands strict compliance with data privacy laws and industry standards. Maintaining compliance necessitates robust data management practices, continual investments in security technologies, and proactive strategies to adapt to evolving regulations. Non-compliance can lead to severe penalties, legal consequences, and significant reputational damage (Dubey, 2024).

One of the primary concerns for telecom providers is the [new ethical considerations](#) introduced by the increasing use of [AI-driven tools](#). The rise of generative AI presents risks that require careful attention to ensure ethical use and transparent governance.

Telecom companies must address concerns related to data ethics, cybersecurity threats, and the responsible application of AI. Failing to do so could compromise customer privacy, damage public trust, and expose the company to potential legal repercussions.

In addition to the ethical challenges, [safeguarding customer information](#) is a critical concern. To mitigate risks and maintain customer trust, telecom companies must implement comprehensive data protection measures. This includes leveraging advanced cybersecurity technologies, conducting regular audits, and fostering a culture of compliance throughout the organization. Ensuring data security and privacy is not only a regulatory obligation but also a critical factor in maintaining customer loyalty.

To navigate these challenges effectively, telecom providers must prioritize data protection, ethical standards, and strong governance. This involves safeguarding customer data, ensuring privacy in marketing and product development, and clearly defining responsibilities for internal teams and third-party vendors. Establishing transparent AI adoption guidelines and ethical data practices is also crucial.

As the industry embraces disruptive technologies like AI, maintaining responsible practices becomes even more critical. Providers must handle personal data with caution, adhering to industry best practices to prevent misuse and privacy violations. By committing to ethical governance and robust compliance, telecom

companies can enhance their reputation, build customer trust, and stay competitive in the digital era.



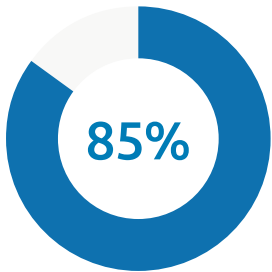
# Introduction To Generative AI

Generative AI is increasingly being adopted by businesses to streamline various tasks, including those traditionally considered exclusive to human cognition, such as content creation and brainstorming. But what exactly is generative AI? It is a groundbreaking technology that utilizes advanced algorithms to produce new content, optimize processes, and enhance decision-making. By analyzing vast amounts of data, generative AI can identify patterns and generate insights that drive efficiency, productivity, and innovation across multiple sectors.

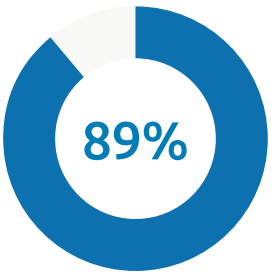
Generative AI has demonstrated significant benefits across various areas over the past year. According to the recent report data from Capgemini, a significant number of organizations have reported favorable results from the implementation of generative AI technologies. For instance, a large percentage of organizations have experienced improvements in productivity, customer engagement, operational efficiency, and sales. Additionally, many organizations have seen a decrease in costs due to the optimization and automation capabilities provided by generative AI.

Specifically, the data indicates that a high percentage of organizations are already seeing or expecting to see improvements in key performance areas. For example, a significant majority of organizations are witnessing enhancements in first contact resolution rates and reductions in operating costs. Furthermore, a considerable number of agents believe that generative AI will enrich their roles by enabling more evolved customer interactions, and many customer service agents report a reduction in their overall workload due to the adoption of generative AI.

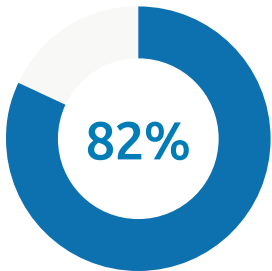
As the potential of generative AI is explored, its application in specific domains, such as customer relationship management (CRM) in the telecom industry, becomes essential. This is where Agentforce comes into play.



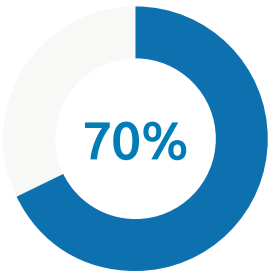
of organizations are either already seeing or expecting to see an improvement in first contact resolution rates through Gen AI usage



of organizations are either already seeing or expecting to see a reduction in operating costs through Gen AI usage



of agents agree that Gen AI will lead to enrichment of agent roles by enabling evolved customer interactions



of customer service agents report a reduction in overall workload due to Gen AI

Capgemini Research Institute, Customer service transformation survey, November–December 2024, N = 861 executives from organizations that are exploring, piloting, or implementing Gen AI for customer service activities. 2 Capgemini Research Institute, Customer service transformation survey, November–December 2024, N = 315 customer service agents. 3 Capgemini Research Institute, Customer service transformation survey, November–December 2024, N = 223 agents who have used Gen AI in their day-to-day work.





## Generative AI yielded benefits in the past year in the areas in which the technology has been piloted or deployed



Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 940 organizations that are at least exploring generative AI capabilities. Improved productivity: Leveraging generative AI to optimize and improve the performance of existing resources, such as machines and employees. Increase in operational efficiency: Applying generative AI to pinpoint areas of waste and inefficiency, thereby reducing the time employees spend on non-value-added activities or inefficient processes. \*Question asked: What benefits have you already achieved at an organizational level from generative AI, within the past one year?

# Agentforce's Role In Bringing The Telecom Customer Service To Another Level

In the Telecom industry, delivering top-notch customer service isn't just important, it's essential for staying ahead of the competition. Agentforce is at the forefront of this transformation, bringing telecom customer service to unprecedented levels. By efficiently handling high volumes of support tickets, providing a seamless omnichannel experience, and offering 24/7 autonomous support, Agentforce ensures that customer inquiries are addressed promptly and accurately (Salesforce, 2025).

Agentforce's commitment to service accuracy and personalized experiences sets it apart. Through advanced case escalation processes and a unified view based on comprehensive data analysis, Agentforce delivers tailored solutions that meet individual customer needs. This holistic approach not only enhances customer satisfaction but also fosters loyalty and trust (Salesforce, 2025).

Moreover, Agentforce prioritizes data protection, compliance, ethics, and governance. By adhering to stringent regulatory standards and ethical practices, Agentforce safeguards customer information, ensuring privacy and security in every interaction. As we delve deeper into these aspects, it becomes clear that Agentforce is not just a service provider but a strategic partner in driving growth and innovation in the telecom industry.





## Challenge #1 – Increasing Amount of Support Tickets

In the telecom industry, customers expect faster responses, but various delay factors such as high inquiry volumes, inefficiencies in workflows, and variations in agent expertise often prevent this from being consistently achieved. These challenges can lead to customer dissatisfaction and potential loss of business. However, Agentforce offers a comprehensive solution to these issues, ensuring high-quality, efficient, and responsive customer support.

Managing increasing ticket volumes is a major challenge for telecom providers, often leading to overwhelmed support teams and slower response times. Agentforce solves this with AI-driven automation, delivering 24/7 intelligent support across multiple channels. It engages with customers proactively, resolves cases instantly, and handles routine tasks based on predefined triggers, reducing agent workload while improving response speed and accuracy. By streamlining support operations, Agentforce ensures

faster resolutions, happier customers, and a more efficient service team.

**24/7 Support:** With Agentforce, telecom providers can offer round-the-clock support, meeting the modern-day expectations of customers. This ensures that help is always available, regardless of the time of day.

**Multi-Channel Engagement:** Agentforce provides a seamless omnichannel experience, allowing customers to engage through their preferred communication channels, whether it's email, web or mobile chat, SMS, Slack, WhatsApp, and Messenger as well as voice for inbound calls. This ensures a consistent and integrated support experience.

**Scalable and Flexible:** Agentforce is designed to scale with your business needs, ensuring that support services remain efficient and effective, regardless of the volume of inquiries. Its flexibility allows for seamless adjustments to changing demands, even during peak periods.



**Self-Service Capabilities:** Agentforce revolutionizes customer support by offering intelligent self-service options, significantly reducing the workload on support teams. By granting customers access to a comprehensive knowledge base, it enables them to resolve common issues independently, leading to faster solutions and lower ticket volumes. Research indicates that 61% of customers prefer self-service for simple inquiries, making Agentforce a critical tool in meeting this demand while simultaneously enhancing satisfaction and reducing operational costs. Its AI-powered capabilities seamlessly integrate with knowledge management systems, ensuring both customers and support agents have instant access to relevant, accurate information. This not only accelerates response times but also improves the overall quality of service, creating a more efficient and customer-centric support experience.





# Challenge #2 – Operational Inefficiencies

In the fast-paced telecom industry, real-life agents are often overwhelmed by the sheer volume of customer inquiries and the complexity of issues they need to resolve. This can lead to operational inefficiencies, increased stress, and burnout. Agentforce, an AI-driven platform, is designed to alleviate these challenges and significantly enhance the efficiency and effectiveness of real-life agents.

**Integration with Existing Systems:** Agentforce integrates seamlessly with existing systems, ensuring that support operations are streamlined and efficient. This integration minimizes disruptions, a more detailed overview and allows for a smooth transition to enhanced support capabilities.

**Integrated Platform:** Agentforce consolidates data from multiple sources into a unified platform, providing support agents with real-time access to relevant customer information. This holistic view

enables informed decision-making and personalized interactions, enhancing service efficiency.

**Real-Time Data Access:** Agentforce provides real-time access to customer data, ensuring that support agents have the most up-to-date information when interacting with customers. This real-time access enhances the accuracy and relevance of the support provided.

**Data-Driven Insights:** Agentforce leverages data-driven insights to continuously optimize support processes. By identifying bottlenecks, improving response times, and enhancing service quality, Agentforce ensures a superior customer experience. AI-powered customer service agents generate valuable data on customer interactions, preferences, and behaviors. Businesses can utilize this data to gain deep insights into customer needs and trends, enabling them to tailor their services more effectively and stay ahead of customer expectations.

**Routing and Prioritizing:** Agentforce uses intelligent routing and prioritization to direct inquiries to the most suitable agents based on issue type and required expertise. This reduces response times, ensures complex issues are handled by experienced personnel, and enhances the customer experience. It also frees up time for other agents to focus on their tickets, improving overall efficiency and productivity. Additionally, Agentforce's system continuously learns and adapts, optimizing resource allocation and enabling proactive

support through AI and machine learning. This dynamic approach ensures high-quality, efficient, and customer-centric support.

**Automation of Routine Tasks:** Agentforce leverages Salesforce's powerful automation capabilities to handle routine tasks efficiently. By automating repetitive and time-consuming activities such as ticket categorization, initial customer responses, and basic troubleshooting, Agentforce frees up support agents to focus on more complex and high-priority issues. This automation not only improves operational efficiency but also enhances the overall customer experience by ensuring quicker resolutions and reducing wait times.

**Time Reduction:** Time management is crucial in the fast-paced telecom industry. Agentforce enhances efficiency by providing real-time data insights and automating routine processes. This leads to faster response times and more efficient handling of customer inquiries. A telecom company improved its CSAT score by 15% after deploying Agentforce's omnichannel solution, which reduced response times by 40%.





**Lowering Support Costs:** Agentforce significantly reduces support costs by automating repetitive tasks and optimizing workflows. By leveraging AI-powered automation, telecom companies can reduce manual data entry and streamline case management, leading to a reduction in operational costs. This allows companies to allocate resources more efficiently and invest in strategic initiatives that drive growth. Since launching in October, Agentforce is now solving 83% of customer queries without a human, has halved the number of issues that require human intervention, and has nearly doubled its average number of weekly conversations (Salesforce, 2024).

**Reducing Inefficiencies:** Operational inefficiencies, such as fragmented data and slow issue resolution, are common challenges in the telecom industry. Agentforce addresses these issues by consolidating data from multiple touchpoints into a single platform, providing agents with a comprehensive view of customer interactions. This integration leads to faster issue resolution and improved customer satisfaction. For example, a healthcare provider using Agentforce has reported a 35% reduction in call resolution times (Alosious, 2024).

## Use Case: Wiley's Success with Agentforce

A notable example of Agentforce's impact is the success story of Wiley, a global leader in research and education. By integrating Agentforce into their operations, Wiley achieved significant improvements in customer support and operational efficiency. The platform enabled Wiley to automate repetitive tasks, provide personalized customer interactions, and streamline workflows, resulting in enhanced customer satisfaction and reduced operational costs. Specifically, Wiley reported a 40% higher case resolution in the first week and a 50% faster onboarding of seasonal agents, leading to a 213% return on investment and a \$230,000 in savings per year. (Salesforce, 2024).

While Wiley's success with Agentforce is impressive, it is important to note that results may vary depending on the specific needs and circumstances of each telecom provider. Agentforce offers a flexible and customizable solution that can be tailored to meet the unique challenges faced by different organizations.

# Challenge #3 – Increasing Customer Needs

The telecom industry faces numerous challenges in providing high-quality, efficient, and responsive customer support. Agentforce, leveraging Salesforce’s powerful capabilities, offers a comprehensive solution to these issues. Here’s how Agentforce handles these challenges:

**Multilingual Support:** Agentforce supports multiple languages (Eng, FR, DE, IT, JAP, PT and ES). More languages are following in 2025, like Dutch. Ensuring that customers receive assistance in their preferred language. This capability is crucial for telecom providers aiming to deliver consistent support across different regions.

**Natural Language Processing (NLP):** Utilizing advanced NLP, Agentforce delivers more human-like interactions, making responses feel natural and conversational. This improves customer engagement and satisfaction. The technology enables the bot to understand and respond to customer inquiries more naturally and accurately.

**Atlas Reasoning Engine:** Agentforce’s Atlas Reasoning Engine enhances customer interactions by handling complex inquiries with greater accuracy and depth. It adapts its reasoning based on the complexity of the request, providing quick responses for straightforward questions and employing advanced data retrieval for more nuanced queries. By leveraging an ‘agentic loop,’ the engine continuously refines responses using multiple tools and data sources, ensuring well-researched, context-aware answers without requiring custom code. This intelligent approach improves response quality and enhances the overall customer experience.

**Knowledge Articles:** A well-structured and continuously updated knowledge base is essential for ensuring both customers and support agents have instant access to accurate information, enabling faster and more consistent issue resolution. Knowledge articles are the building blocks for agents; without them, they cannot effectively resolve issues.

**Customizable Workflows:** Agentforce offers customizable workflows that can be tailored to meet the specific needs of the telecom provider. This flexibility ensures that support processes are optimized for maximum efficiency and effectiveness.

**Automated Case Escalation:** Agentforce streamlines case escalation by automating the process based on predefined criteria, ensuring that critical issues are swiftly routed. This minimizes

delays and guarantees that urgent matters receive immediate attention, enhancing both efficiency and customer satisfaction. By default, conversations are escalated when customers explicitly request to speak with a human. However, Agentforce offers fully customizable escalation rules, allowing businesses to tailor workflows to their specific needs. Companies can define custom actions and instructions, ensuring escalations align with internal policies. For instance, the system can be configured to gather key customer information, update records, or complete preliminary troubleshooting before transferring the case to a live service representative.

**360-Degree Customer View:** All data can be used to create a 360-view of the customer. This data ensures that support agents have a complete understanding of the customer’s history, preferences, and needs. Because of this 360-degree view of the customer, a support agent is able to provide more personalized support which increases customer satisfaction.



# Challenge #4 – Regulatory Compliance, Data Privacy, and Ethical Considerations

In the telecom industry, data protection and compliance are paramount. Customers entrust telecom providers with sensitive information, and any breach or misuse can lead to significant consequences. Agentforce, leveraging Salesforce's robust capabilities, offers a comprehensive solution to these challenges. Here's how Agentforce ensures data protection and compliance:

Agentforce is dedicated to **ethical AI usage**, ensuring that their AI systems operate transparently and fairly. They integrate AI ethics into their framework, addressing issues such as algorithmic bias, privacy, and fairness. To ensure fairness, Agentforce conducts regular bias assessments, identifying and mitigating any biases in AI models to promote equitable treatment of all users. Additionally,

they enforce robust data governance and protection measures, including encryption, secure data storage, and access controls, to safeguard customer information and prevent unauthorized access and data breaches.

**Transparency** is a key feature of Agentforce, enabling users to validate AI responses through citations and explainability features. This ensures that users understand how AI-driven decisions are made, fostering trust in the system and enhancing overall confidence in its outputs.

**Accountability** is a core commitment of Salesforce in AI deployment. Agentforce incorporates mechanisms for monitoring and auditing AI performance, ensuring that any potential issues are promptly identified and addressed. This commitment to responsible AI management reinforces reliability and safeguards operational integrity.

**Inclusivity** is a fundamental principle in the design of Agentforce, ensuring that the platform meets the diverse needs of all users. By prioritizing accessibility and proactively mitigating biases, Agentforce fosters a fair and equitable experience for every customer, regardless of background or technical proficiency.



**Privacy** remains a top priority in Agentforce's architecture, adhering to privacy-by-design principles. By implementing rigorous data protection measures, the platform ensures that user data is handled with the highest level of security and in full compliance with relevant regulations, always safeguarding sensitive information.

# Einstein Trust Layer

The **Einstein Trust Layer** is a secure AI architecture built into the Salesforce platform. It includes a set of agreements, security technologies, and data privacy controls designed to keep your company safe while exploring generative AI solutions. Key features include zero-data retention policies, dynamic grounding with secure data retrieval, and a prompt defense system to limit unintended or harmful outputs. This ensures that customer data is always protected.

Agentforce enforces robust **data governance** and **protection** measures to ensure secure and responsible data management. Their comprehensive policies and procedures cover data handling, storage, and access, ensuring compliance with relevant regulations and best practices. To safeguard customer information, Agentforce employs encryption, secure data storage, and access controls, effectively preventing unauthorized access and data breaches.

Agentforce offers **customizable guardrails** that align with diverse user values and underlying ethics. These guardrails include rules and policies that ensure responsible AI behavior, enhancing

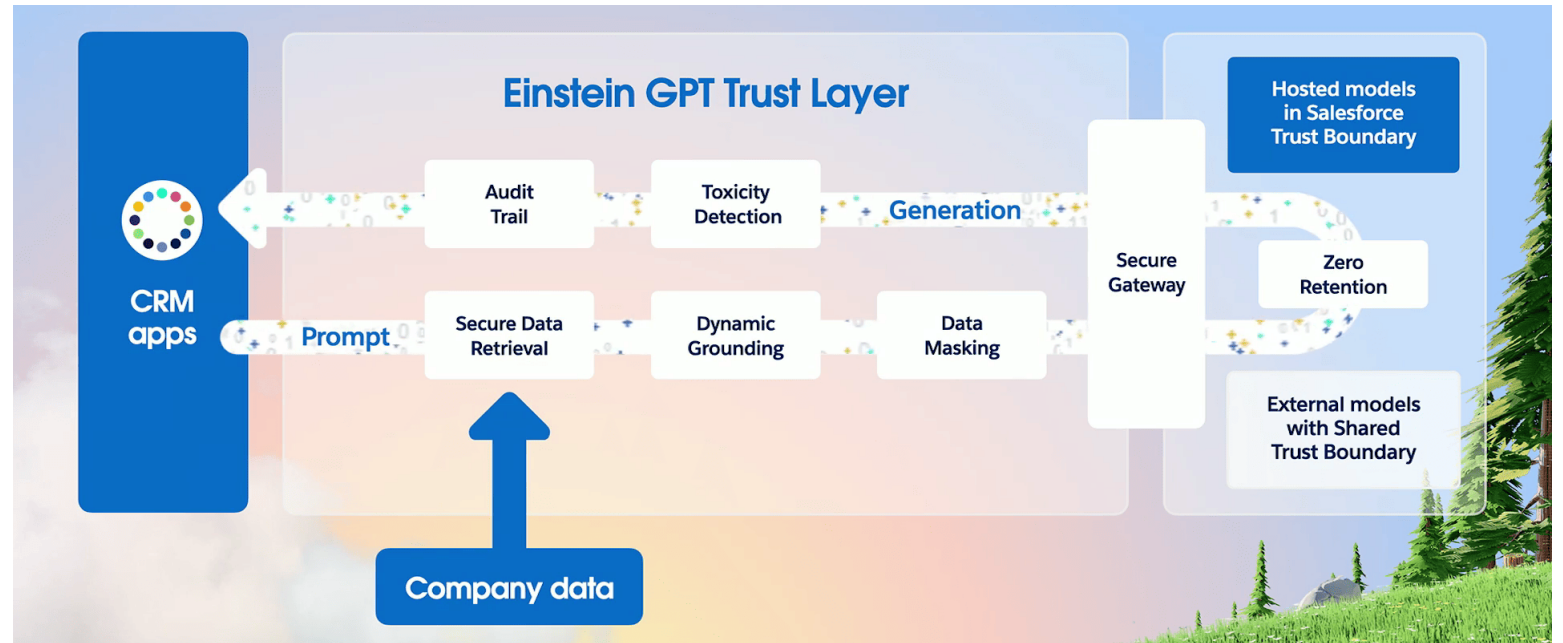


Figure: Einstein GPT Trust Layer by Salesforce (Salesforce, 2024)

transparency, user autonomy, and continuous improvement in AI systems. This flexibility allows telecom providers to tailor the AI's behavior to meet their specific ethical standards and operational needs.

Agentforce ensures **compliance with** major data protection regulations such as **GDPR and CCPA**. Salesforce provides tools and resources to help businesses meet these regulatory requirements,

including data anonymization, real-time data identification, and efficient management of data processing opt-out requests. This ensures that telecom providers can operate confidently within the legal frameworks governing data privacy.



# Use case examples

## Use Case 1: Technical Support for Internet Issues

The customer logs into the app and reports experiencing internet issues at home.

**Ease of Use:** Because the customer is logged in, there is no need to provide additional details such as account number or address; the conversational assistant automatically recognizes the user.

**Fast and Efficient Assistance:** The AI bot consults the knowledge base and offers relevant solutions based on the reported problem (e.g., “Check your modem” or “Restart your router”). If the suggested solution does not resolve the issue, the bot escalates the customer to an appropriate representative via Agentforce, sharing all previously gathered information to save time.

## Use Case 2: Invoice Analysis and Personalized Plan

The customer uses the conversational assistant to view their monthly invoice and requests a plan better suited to their usage.

**Automatic Retrieval:** The conversational assistant automatically retrieves personal billing data and presents a summary of monthly usage (e.g., data, call minutes, and SMS).

**AI-Driven Recommendations:** Based on an AI analysis of usage patterns, the conversational assistant proposes a personalized

plan (within the available options) that better aligns with the customer’s needs. The customer can directly confirm via the conversational assistant if they wish to switch to the proposed plan, and the bot processes the change automatically through Agentforce (see Use Case 3).

## Use Case 3: Modifying Current Subscription via Conversational Assistant

A customer wants to modify their current subscription, such as adding a request for extra data or call bundle. The customer specifies the desired changes directly in the chat. Real-Time Updates: Agentforce processes the modification in real time and confirms the changes to the customer, including the impact on the next invoice. er wants to modify their current subscription, such as adding a request for extra data or call bundle. The customer specifies the desired changes directly in the chat. Real-Time Updates: Agentforce processes the modification in real time and confirms the changes to the customer, including the impact on the next invoice.



<b>USE CASE 1: Search a knowledge database</b>	<ul style="list-style-type: none"> <li>• The customer must be able to receive information from the FAQ in a concise and conversational manner.</li> <li>• Customers must receive an intelligent fallback response if the question cannot be found in the FAQ.</li> <li>• The integration of the chatbot must be seamless and without major incidents.</li> <li>• Customers must be forwarded to an appropriate agent based on there given information.</li> </ul>
<b>USE CASE 2: Give data usage and balance</b>	<ul style="list-style-type: none"> <li>• Identify customers based on their logged-in user.</li> <li>• Provide customers with an overview of their balance and monthly/average data usage.</li> <li>• The returned data must pertain to the logged-in customer.</li> <li>• Receive an error message if the bot does not understand the customer's question.</li> <li>• The bot must follow business rules to prevent incorrect information.</li> </ul>
<b>USE CASE 3: Update subscription plan</b>	<ul style="list-style-type: none"> <li>• Customers must be able to request and view their monthly data usage and invoice amount.</li> <li>• The bot must be able to present different options of plans fitting the customers usage.</li> <li>• Customers must be able to change that subscription plan.</li> <li>• The bot must follow the company rules implemented in the various applications regarding the change of the monthly subscription plan.</li> <li>• Confirm the successful change of the subscription plan once it has been confirmed by the system.</li> </ul>
<b>Applicable on all use cases</b>	<ul style="list-style-type: none"> <li>• The bot must clearly and humanely indicate when it cannot make decisions due to limitations or malfunctions.</li> <li>• The bot can respond in a conversational manner when an unexpected error occurs.</li> <li>• The bot must not provide answers or share information if the customer's question is not related to the customer or Telecommunications.</li> <li>• The chatbot must be able to resolve 80% of customer requests without needing to transfer to an agent.</li> <li>• The chatbot must handle 95% of errors with an appropriate fallback response.</li> <li>• Ability to trace previous conversations recorded by the bot in the system back-end (not possible in UAT, possible in PROD due to the necessity of Data Cloud).</li> <li>• The actions taken by the bot must be traceable in the system back-end (not possible in UAT, possible in PROD due to the necessity of Data Cloud).</li> </ul>

The objective of this whitepaper is to explore the possibilities and development of a conversational assistant designed to provide efficient, user-friendly customer support tailored to specific use cases. While the conversational assistant will focus on addressing predefined functions, the implementation of broader operational processes is outside the current scope. Should additional functionalities be required in the future, we are prepared to leverage our expertise to seamlessly integrate the necessary tools and processes.

## Scope of Activities

The conversational assistant's development can have focus on three core areas aligned with the identified use cases:

**Technical Assistance for Internet Issues:** Enable the conversational assistant to diagnose and suggest solutions for reported problems (e.g., resetting modems, checking connectivity). Ensure smooth escalation to human agents via Agentforce, with all relevant details pre-filled to save time and enhance the resolution process.

**Invoice Review and Personalized Plans:** Automate retrieval of customer invoices and provide clear summaries of usage (e.g., data, calls, SMS). Leverage AI to recommend personalized plans that match the customer's usage patterns, with the option for instant approval and real-time plan adjustment.

**Subscription Modifications:** Allow customers to request and confirm adjustments to their subscriptions (e.g., adding data bundles or other services) directly through the conversational assistant. Integrate with backend systems to process changes in real-time and confirm updates, including the impact on billing.

## Key Functionalities

Specific activities to support these areas include.

**Customer Data Integration:** Automatically validate and retrieve customer information, eliminating the need for manual input during interactions.

**Real-Time Adjustments:** Process customer requests for changes (e.g., plan modifications, invoice updates) instantly and provide immediate confirmation.

**Knowledge Base Accessibility:** Provide accurate, AI-driven responses to customer questions using an integrated knowledge base, with a fallback mechanism for complex or unrecognized queries.

By focusing on these targeted functionalities, the conversational assistant will enhance customer satisfaction through quick, precise, and seamless support experiences.

# Conclusion

As the telecom industry evolves, modernization is no longer optional; it is essential for sustained growth and competitiveness. AI-driven solutions like Agentforce have the potential to reduce service costs by 30% to 50%, making them a strategic advantage in an increasingly digital landscape.

Agentforce empowers telecom providers by addressing key challenges in customer support through intelligent automation, data-driven insights, and a unified customer view. Its advanced capabilities, automated case escalation, intelligent routing, and natural language processing, seamlessly integrate with existing systems to enhance efficiency and personalization. By adopting Agentforce, telecom providers can modernize their support services, improve customer satisfaction, and drive long-term operational excellence. The AI-driven solutions offered by Agentforce not only enhance operational efficiency but also ensure strict compliance. Furthermore, Agentforce delivers powerful AI capabilities with a strong commitment to safety,

privacy, and ethical principles, paving the way for broader AI adoption in the industry.

**Take the next step** towards revolutionizing your customer support. **Contact Capgemini** today to learn how Agentforce can transform your telecom operations and help you stay ahead in a competitive market.

At Capgemini, we understand that the telecom industry is evolving fast. To maintain your competitive edge, it's crucial to act now.

## But where do you start?

We've got you covered. Here's your action list to accelerate AI adoption and transform your CRM.

Ready to get started? Let's make it happen and build the future of AI-driven telecom CRM together.



**Define Your AI Strategy:** Set a clear vision and roadmap to leverage AI for smarter customer interactions and operational efficiency. from automation to predictive analytics.



**Identify Key Use Cases:** Discover where AI can have the most impact in your CRM, from automation to predictive analytics.



**Choose the Right Technology:** We'll help you select the best AI solutions that integrate seamlessly with your existing ecosystem.



**Prepare Your Data & Systems:** We'll help you select the best AI solutions that integrate seamlessly with your existing ecosystem.



**Let's talk:** Our experts are here to guide you through every step of your AI-powered transformation.



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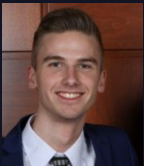
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