



Customer story

Lire en français

# How Persistent helped AGCO digitize its customer service with Kore Conversational AI

We were delighted to work with Persistent, our main software solution provider in Europe, on a unique worldwide project with no precedent for AGCO. The Conversational AI implementation was a real challenge, but Persistent's teams were able to deliver thanks to their proven technical skills. We look forward to expanding this project to other departments at AGCO.



**Thierry Martini**

Director, Strategic Program Lead, Global Parts  
AGCO Corporation

## Key numbers

**1990:** Founding of AGCO

**+43.5%** in sales in the second quarter of 2021, compared to 2020

**20,000** employees worldwide

Market leader in Europe on the Fendt, Massey Ferguson and Valtra brands, accounting for **25 to 30%** of the market

## The client

“We strive to provide state-of-the-art farming solutions and reduce machine downtime to streamline the work of farmers around the world.”

This is AGCO Corporation’s mission, a world leader in the design, manufacture and distribution of agricultural equipment. The company’s product portfolio includes tractors, combines, haying equipment, seeding and tillage implements, grain storage systems and more.

Founded in 1990 in the United States, through several mergers and acquisitions, AGCO has achieved a global presence by working with several thousand dealers around the world. In Europe, AGCO is the market leader with a 30% market share. Brands include Challenger®, Fendt®, Massey Ferguson® and Valtra®.

The group is constantly innovating in designing intelligent agricultural solutions to help farmers in their daily work. Despite the health crisis, AGCO Corporation reported a 43.5 percent increase in sales in the second quarter of 2021 compared to the same period in 2020.

For more information: [www.agcocorp.com](http://www.agcocorp.com)

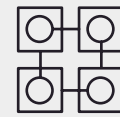
## Key facts



Duration

**6**

months



Year

**2021**



Integrations

Salesforce Sales  
Cloud

Customer portal



Product

Kore.ai



[www.agcocorp.com](http://www.agcocorp.com)

**We highly value the responsiveness and resourcefulness of Persistent's teams. However, their ability to simplify highly technical topics is their real asset. They were able to walk in our shoes and explain things to us in a way that we could truly understand, without using technical terms. That's something integrators often struggle to do, but not Persistent!**

Florent Doyen

Manager, Dealer business process insight optimization at AGCO Corporation

## The challenge

Innovation is at the heart of AGCO's strategy, in the design of their products as well as in their internal processes, solutions and organization. This is why, as part of a global digitization project for the group, AGCO wanted to implement Conversational AI for the customer service of its European spare parts department. Naturally, this innovative project was entrusted to Persistent, AGCO's reference software solution provider in Europe.

Previously, customer service was handled through three channels: e-mail, phone, and the distributor gateway. Most of the time, support would only receive questions with very little added value: for an order number or an invoice number, to know if a product is in stock...

The objective of the Conversational AI was twofold. First, to allow dealers to get an answer to their questions faster and autonomously, with a tool available 24/7. Second, to save time for the support team, by opening an additional channel dedicated to low value requests, avoiding the need for qualified staff to answer them.

In Europe, AGCO's customer support team is made up of 100 employees. For this first pilot project, the client wanted to make the Conversational AI available in three languages: French, English and German. This would cover half of the service: 50 people dedicated to supporting 3,000 dealers.

## The solution

For the implementation of the Conversational AI, the Persistent France team worked closely with their Indian colleagues, experts in these solutions.

To start the project, Persistent assisted AGCO in the choice of the best solution for its needs. The analysis and comparison between 3 solutions led the client to choose the Kore.ai Conversational AI.

Following this first analysis stage, AGCO entrusted Persistent with the implementation of the solution. In collaboration with the client's teams, Persistent identified 30 use cases, covering a large part of the most commonly submitted requests to customer support. These use cases were then compiled into 22 scripts, to cover the initial 30 cases.

At AGCO's request, Persistent implemented the Conversational AI:

- \ in the online gateway, restricted to dealers only;
- \ in Salesforce's Service Cloud solution, used by AGCO.

## The results

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Every Conversational AI user has been surprised with the accuracy and speed of answers provided. This new channel of communication between dealers and AGCO's support is intuitive and efficient, and answers 80% of the questions asked by users.

Thanks to the Conversational AI, the time spent handling basic, yet frequent, customer support requests is reduced by 15%. This adds value to the work of skilled staff, who can focus on more complicated, dealer-blocking requests.

Dealers get answers to simple questions immediately and autonomously, even outside the working hours of the support department, as the Conversational AI is operational 24/7. When a dealer asks a question in the Conversational AI that requires the help of qualified support employees, the customer service manager instantly receives a notification in Salesforce to take over the customer request.

Each query provides useful statistics for AGCO, not only in terms of quantity, but also in terms of the complexity of the questions and needs received.

AGCO can also autonomously adjust the scenarios in the Conversational AI's back-end, without always needing Persistent's assistance.

## The next steps

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After customer support, AGCO wants to roll out the Conversational AI to another department called "Dealer Communication". Together with AGCO's dealer partners, these employees are in charge of another type of request: they handle questions on the use of the customer gateway. Following the success of the pilot project, this new step will once again be entrusted to Persistent. Soon, questions on how to log in to the customer gateway will be answered quickly and accurately by the bot, freeing up the skilled team to work on more complex issues.

We are very pleased with our ongoing relationship with Persistent, who has been one of our trusted partners for the past 18 years. As a Salesforce Consulting Partner, Persistent works with us to help our customers succeed.



**Leon Mangan**  
Salesforce SVP Alliances and Channels  
EMEA & LATAM

## Skills & Certifications

Managing complex multi-cloud projects. Over 500 certifications (September 2021), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku, and Mulesoft.

### About Persistent

With 15,000+ employees around the world, Persistent Systems is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering.

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**Persistent**