

# Upgrading Customer Experiences for a Leading Agricultural Provider



# Modern Engineering Program Delivers 2X NPS Score Across 500+ Accounts Powered By Core Salesforce Solution

Our client is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology

Farming Solutions

## The Challenges

Our client — A leading manufacturer and distributor of agricultural machinery and technology — needed to build an enhanced customer experience (CX) for dealers, and closer relationships with their end users (farmers) per a “Farmer First” strategy. The company had a worldwide network for dealer support, but customers were experiencing slow service across several lines of business, resulting in high ticket volumes for support staff. Using the legacy system, it was difficult to track and communicate changes to parts, orders, prices, etc.

The company had established different escalation and warranty processes for its large product line, accessible through multiple dealer portals with their specific requirements per region and customer base, which led to broken product fulfillment and services processes in their central systems. Further, there was no connection to the company’s SAP system and the in-house dealer platform, no efficient case management, and insufficient integration with customer engagement channels.

## The Solutions

To align with AGCO’s strategic and customer-focused goals, Persistent put Salesforce at the core of its program, leveraging the Salesforce Sales Cloud, Service Cloud, Experience Cloud, and Marketing Cloud, along with CRM analytics. The team coded an integration framework for syncing customer / equipment data into Salesforce

Collectively, the situation resulted in sub-optimal customer experiences, and the firm realized that it needed to offer dealers and customers more personalized support. The provider asked Persistent to approach these challenges programmatically, creating a design roadmap with phased delivery to Sales, Service, and Marketing, along with the full automation of the company’s loyalty program.

Persistent’s scope in AGCO’s program was multifaceted:

- / Collaborate with AGCO’s business and technical teams to design a comprehensive and connected client service solution and in country roadmap.
- / Create a centralized case management organization with a single view of all dealers and assets.
- / Develop and deploy a multilingual AI chatbot for automated case deflection.

In addition, our digital engineers would need to integrate the solution with various legacy systems (e.g., SAP, dealer systems, and company data lake) as well as BI reporting and analytics.

from various external dealer management and warranty registration systems, thereby expanding the solution’s reach and value. Furthermore, European Data Privacy Laws were accommodated through regionalization of the framework.

While the core Salesforce CRM solution allowed AGCO to create individual dealer and customer profiles with integrated records, the Service Cloud delivered improved service quality and processes for better dealer and reseller management. In addition, the migration of various regional orgs into one cloud-based global case management organization enabled ‘Customer360’ and ‘Asset360’ views for dealers and operators.

The Marketing Cloud supported all elements of customer outreach, from refining tasks to developing materials and processes. In addition, the Experience Cloud allowed AGCO to build customer journeys on a powerful digital

## The Outcomes

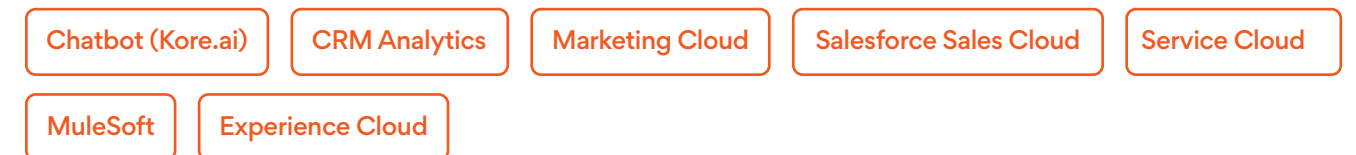
Persistent’s participation in AGCO’s operations improvement program measurably improved service quality and processes, resulting in better dealer management. The developed solution led to a **30% reduction in dealer requests** (i.e., service cases), and a **10% – 20% reduction in ticket volumes** for the AGCO support team, allowing the team to focus on other tasks. In a cascading effect, the reduced ticket volumes resulted in an **improved resolution rate** for service queries.

experience platform, creating secure websites, portals, and apps, with integrations to SAP and other downstream systems.

Finally, Persistent developed and delivered a customized AI chatbot, built on the Kore.ai platform, to allow more interactive and personalized contact with end users and customers. This powerful AI foundation supports customer service, technical service, and digital channels, fluidly handling queries in English, French, and German. The Kore.ai chatbot quickly increased business agility for AGCO, with bot-driven workflow automation supporting the entire dealer’s base.

Personalized experiences for dealers and customers proved popular, with a **30% utilization rate** for the new customer service and digital channels — and the AI chatbot is **operational 24 / 365**, greatly increasing the availability of support to AGCO’s dealers and farmers. For future efforts, Persistent trained AGCO staff in low code development to efficiently enable the creation of new use cases over time.

## Technologies Used



# See Beyond, Rise Above

## About Persistent

With over 23,000 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 268% growth since 2020, Persistent is the fastest-growing Indian IT Services brand according to Brand Finance.

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