

# Create a Superior Customer Experience with Blue Prism for Salesforce

## Combine Best in Class CRM with AI-Powered Intelligent Automation.

*Blue Prism, the pioneer of Robotic Process Automation (RPA) integrates with the Salesforce Platform, the global leader in Customer Relationship Management (CRM) software, to enhance customer service and support with AI-powered intelligent automation. Blue Prism for Salesforce employs advanced RPA, AI and machine learning technology, creating a best-in-class, cloud-based intelligent automation solution that powers award-winning customer experiences.*

*The Blue Prism / Salesforce partnership meets the growing demands of businesses to easily and securely extend native RPA capabilities within CRM to enhance customer engagement. Enterprise-ready, AI-powered intelligent automation streamlines operations and boosts productivity, so businesses can resolve customer issues faster and more intelligently.*

*The Blue Prism Salesforce integration—available on the Blue Prism [Digital Exchange](#)—adds **Collaboration** and **Knowledge & Insight** to the Digital Workforce. These [AI-powered skills](#) enable digital workers to scan data sets and knowledge bases, extract unstructured data, and compile it into customized formats, while working alongside people to seamlessly execute Service Cloud business processes.*

## Drive Growth and Exceed Customer Expectations, with a More Intelligent Service Platform.

In the age of digital, **exceptional** customer service is critical. It's often more convenient to buy a movie ticket or pay a bill online, and customers expect the process, or sequential flow of digital activity, to be seamless, personalized and connected. Meeting these expectations can be tough.

Customers say the number one factor leading to a great experience is having their issue resolved quickly and accurately, the first time. Yet customer engagement is often the product of manual, disconnected systems and siloed data. This is frustrating for customers, and devastating for business, where increased cost and delay create lost opportunity.

When combined with Salesforce, Blue Prism's Intelligent Digital Workforce empowers service employees to deliver connected, intelligent customer service, reducing Average Handle Time (AHT) and improving the quality of responses. Handling systems-based tasks faster and more accurately improves the quality and output of customer service. With more time to engage, you can better understand customer needs, exceeding expectations with extraordinary, memorable experiences.

## Create Smarter, Next Generation Automations with Lightning Flow + connected-RPA.

Salesforce Lightning Flow, built on Service Cloud, helps businesses use process automation to digitize workflow. Anyone can build component-based processes quickly and easily. When paired with BluePrism’s intelligent digital workforce, users can extend the power of intelligent automation with low code, drag and drop functionality, building flows, connecting with back-end applications via API’s and invoking digital workers enhanced with AI and cognitive capabilities for smarter, next generation automations.

### Here’s How it Works.

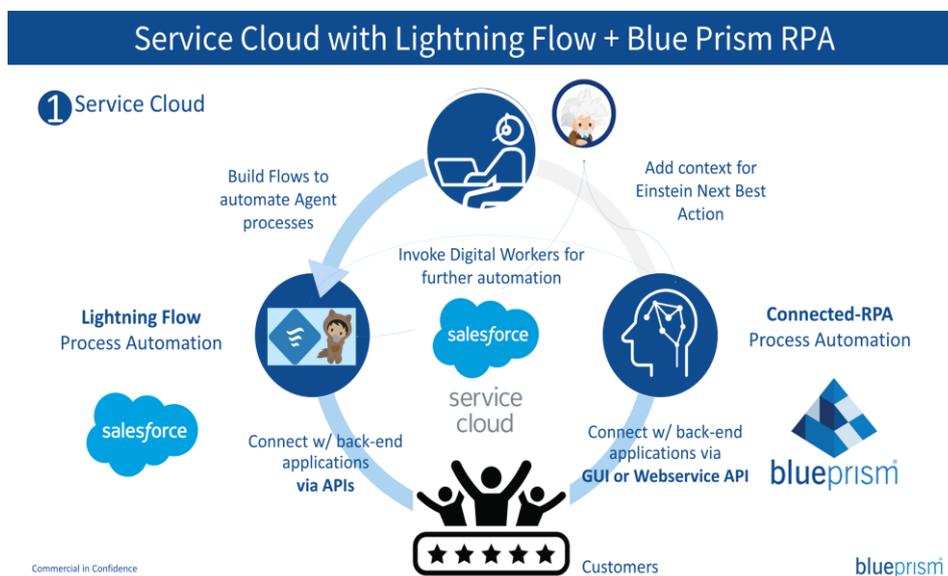
Salesforce Flow Builder Process is established to connect a Sub Flow to Blue Prism. Once connected, it’s easy to use Process Modeler to drag and drop the relevant skill directly into your workflow—no coding necessary.

An agent invokes a process automation via Lightning Flow. Flow builder connects a Sub-Flow to Blue Prism by initiating a SOAP call to the digital worker pool, queuing up digital workers.

Digital workers connect to back-end systems, perform necessary actions and return results to Lightning Flow.

Blue Prism can also add context for Einstein Next Best Action, improving decision making.

Once Einstein initiates Flow, Blue Prism fetches additional data from multiple legacy and new systems, returning results to Einstein for additional context.



In both cases, the Blue Prism architecture processes the requests, interacting with multiple systems in the background. With a dashboard to track all activity and Blue Prism’s Data Gateways, cradle to grave reporting is easier than ever.

## Put Intelligent Automation into the Hands of Your Leaders and Build Meaningful Enterprise Benefits.

Delivering on the promise of a superior customer experience, the Blue Prism/ Service Cloud integration places Digital Workers next to humans—assisting, supporting and augmenting as part of a truly connected workforce.

The Blue Prism/Salesforce partnership delivers the following benefits:



## Technology Alliance Program (TAP)

- **A true SaaS Cloud offering**—front-Office to Back-office intelligent automation.
- **Pre-built connectors** to easily automate tasks in Salesforce—entry of customer data, quotes, account updates.
- **A bridge to legacy systems**—reduce friction & gain quicker access to critical data from legacy mainframes
- **Intelligent automation at scale**—secure, compliant and fully auditable.
- **Reduced costs, improved agent productivity** & increased customer satisfaction.
- **Improved context & decision making** for Einstein—Blue Prism fetches additional data from legacy and new systems, returning results.

Blue Prism connected-RPA is a cloud-focused, business-led digital workforce platform that accelerates digital transformation through intelligent automation. When paired with Salesforce, the Digital Workforce delivers advanced RPA, AI and machine learning technology for a superior, award-winning customer service experience.

### *About Blue Prism*

In this digital era where start-ups are constantly disrupting markets, only the most agile and innovative enterprises survive and thrive. At Blue Prism, we pioneered Robotic Process Automation (RPA), emerging as the trusted and secure intelligent automation choice for the Fortune 500 and public-sector market. Now we bring you connected-RPA supported by the Digital Exchange (DX) appstore—marrying internal entrepreneurship with the power of crowdsourced innovation. Visit [www.blueprism.com](http://www.blueprism.com) to learn more about Blue Prism (AIM: PRSM)