

HEXAWARE

Client Impact Series

Power Smarter CX with Salesforce

AI-driven industry-ready Salesforce
solutions from Hexaware.



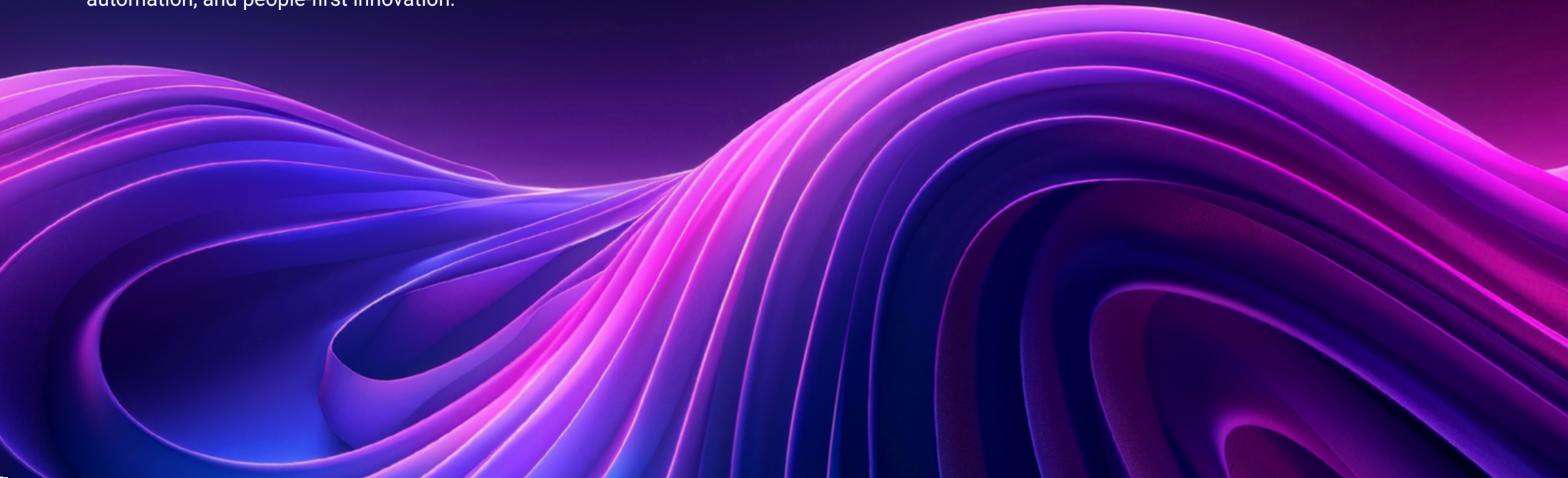
Future-ready enterprises thrive with Salesforce, enabled by Hexaware's expertise.

At Hexaware, we're reimagining Salesforce to help enterprises move faster, connect smarter, and deliver exceptional experiences across every touchpoint. With the combined power of Salesforce Data Cloud and Agentforce, organizations can unlock real-time insights, deliver personalized experiences, and drive seamless automation.

Achieve Measurable Benefits with Hexaware & Salesforce:

- Low-code autonomous AI agents to streamline operations
- Scalable AI-powered solutions that accelerate time-to-value
- End-to-end transformation across every Salesforce Cloud
- Future-ready architecture for continuous evolution
- Personalized customer and employee experiences with real-time insights

As a Summit-tier Salesforce Partner with deep cross-industry expertise, Hexaware delivers consulting, engineering, experience design, and evolution services—turning transformation strategy into scalable success. Discover how we're redefining enterprise success with smarter CX, intelligent automation, and people-first innovation.



Our Solution Offerings

Enable and Extend Agentforce	Agentforce for Industries	Deliver Personalized Experiences with AI & Data Cloud
Sales • Research prospects, summarize records, draft emails • Personalized feedback and recommendations with Sales Coach • Guided selling for informed decisions Service • Resolve issues faster with AI insights • Gain 360° account views for proactive support • Enable customer self-service Marketing • Automate scheduling, tracking, and analytics • Create tailored promotional content	Healthcare • Summarize medical/medication details • Simplify patient assessments and benefits verification • Track outcomes and onboard providers seamlessly Financial Services • Portfolio analysis and personalized financial plans • Automate claims processing and fraud detection • Address client inquiries efficiently	Build Custom AI Agents with Agentforce • Create unified customer profiles with enterprise data • Tailor AI agents to unique business needs • Customize capabilities for industry-specific requirements Integrate with External LLMs • Enhance AI capabilities with external large language models • Connect with multiple MCP servers for a unified agentic AI experience

Future-Proof Your Business with Modernization	Evolve Continuously with Intelligent Services	Industry-Smart Salesforce Solutions
• Seamlessly migrate to Salesforce Industry Clouds (FSC, Health Cloud) • Execute Hyperforce migrations and legacy CRM upgrades • Consolidate and optimize Salesforce orgs • Transition from Classic to Lightning with minimal disruption	• Drive transformation with automation, DevOps, and test automation • Conduct deep architecture reviews and manage technical debt • Boost adoption through continuous improvements and user-centric enhancements	• Enable personalized care, consent management, and patient engagement with Health Cloud • Power clinical, logistics, and supply chain workflows for CAGT operations • Transform client relationships into AUM growth through Private Wealth solutions



Case Study: Global Clinical Research Organization (CRO)

AI-powered bid intelligence accelerates clinical trial proposals and predicts win rates

Business Problem

The client wanted to transform clinical trials bid management by leveraging Salesforce Agentforce and Einstein analytics, enabling data-driven decision-making, operational efficiency, and competitive advantage.

Solution

- Enabled end-to-end bid optimization with enhanced bid intelligence.
- Improved bid precision using Right to Win (R2W) scoring.
- Introduced a one-click predictive analytics dashboard for win-rate forecasting.
- Embedded real-world evidence scoring in interactive dashboards.
- Integrated Salesforce Agentforce and Data Cloud with platforms like SiteJung, Databricks, ZoomInfo, and HubSpot for unified intelligence.

25%

Faster proposal generation



Case Study: Leading Global Insurance Provider

15% Faster Resolutions, 8% Less Effort: AI Chatbot Redefines Insurance Plan Servicing

Business Problem

The client aimed to improve customer experience and streamline plan-related operations such as cancellations, modifications, etc. The objective was to reduce dependency on human agents, enhance personalization, and improve operational efficiency by deploying a Salesforce Agentforce chatbot.

Solution

- Deployed an intelligent Salesforce Agentforce chatbot to automate customer queries and plan-related actions.
- Enabled plan management features including cancellations, modifications, and renewals through a seamless self-service interface.
- Leveraged data-driven insights from Salesforce to deliver highly personalized responses.
- Automated routine and repetitive tasks to allow human agents to focus on high-value, complex customer interactions.
- Delivered 24/7 customer support, reducing the need for human intervention

15%

Faster resolution
time

8%

Reduction in
human effort



Case Study: Leading Banking Organization

AI-powered lead generation agent boosts conversions by 15% and cuts response time by 25%

Business Problem

A leading banking institution wanted to improve how it captured leads based on customer prospect inquiries. Their existing chatbot could only handle a limited set of questions and failed to assist with lead capture across broader banking topics. The bank aimed to expand the chatbot's capabilities to engage more prospects and collect lead data into their CRM—reducing the need for physical agent escalations.

Solution

- Implemented a smart virtual agent powered by Salesforce Agentforce to handle a wide range of queries about banking products.
- Enabled the agent to collect basic customer details through the organization's portal and record them as leads in the CRM.
- Provided smooth escalation to physical agents only when the virtual agent couldn't resolve the query.

25%

Decrease in
response time

15%

Increase in leads
captured



Case Study: Music Copyright Collective

14% reduction in customer churn with AI-powered case summarization and sentiment analysis

Business Problem

A music copyright organization needed a better way to monitor and improve customer experience. They sought to summarize ongoing customer service cases and surface key sentiment trends that could indicate dissatisfaction. With a goal to reduce churn, the client wanted to proactively identify at-risk customers based on their latest interaction history.

Solution

- Implemented Salesforce Agentforce, which auto-generated customer case summaries and sentiment analysis.
- Enabled agents to review case overviews and emotional cues directly in their CRM using Einstein's generative AI capabilities.
- Helped identify frustrated or dissatisfied customers based on recurring keywords and emotional patterns, enabling timely interventions.

14%

Decrease in customer churn

About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

Get in touch