

Transforming customer experience with Salesforce



Customers and constituents continue to demand digital engagement models from industry and the government. CGI helps companies and agencies leverage market-leading Salesforce capabilities to improve customer experience and achieve breakthrough results.

Customer experience success depends upon the ability to create and nurture mutually beneficial relationships, engage customers in relevant conversations and effectively collaborate within the organization around customer service. Across industry and government, leaders recognize that customers expect a seamless interaction across channels to ensure a positive customer experience with every touchpoint. To achieve this vision, they turn to CGI to help optimize return on their Salesforce investments to achieve measurable improvements in customer experience, increasing trust with each interaction.

Our approach puts people at the center

Having the right Salesforce partner makes a difference in how organizations manage change and achieve better adoption and business results. CGI's unique approach to Salesforce implementation puts people—users, customers, employees, and partners—at the center. We help organizations succeed in adoption by providing tools customized to their needs so our clients get full value from their Salesforce investment.

CGI's 2023 Voice of our Clients confirms that leaders from both the public and private sectors are focused on modernization. Becoming a digital organization to meet customer or citizen expectations remains a top IT priority for our clients. Maximizing the value of an organization's investment in enabling platforms such as Salesforce is a strategic imperative for many of our clients as they advance their digital transformation.



Key services

- **Strategy:** Our industry expertise and advisory services identify opportunities to transform the way you do business.
- **Design:** Our human-centered approach to design aligns business requirements with engaging customer experiences.
- **Implementation:** We use agile methods and best practices to develop a clean Salesforce environment.
- **Integration:** We migrate services, harness data, and integrate with other applications and investments.
- **Change management:** Our methodology maximizes Salesforce solutions with team culture, adoption and agile approaches.
- **Managed services:** We can deliver service management, system administration, and ongoing support of Salesforce solutions.



At CGI, we understand that each client is unique and has different customer goals. We bring Salesforce expertise, certified architects and customer experience know-how to the table to customize and improve the value of Salesforce to the business. Leveraging our consultative approaches and deep expertise, we believe that 80% of this work can be done without any new code.

A digital organization needs the right digital partner

As an experienced Salesforce integration partner, CGI brings global expertise locally to clients in implementing and optimizing the platform. We work directly with Salesforce to understand their product roadmap and how improvements can be applied to fit each client's unique environment. Our platform knowledge, human-centered design approach and deep systems integration expertise combine to deliver

- Improved customer experience
- Advanced forecasting to achieve desired key performance indicators
- Accelerated delivery of new functions

Clients benefit from our fresh perspectives on business challenges and user needs. Together, we deliver innovative end products that meet business goals, attract users and scale for the future.

Transformation that delivers results

Our world continues to evolve at a rapid pace, and the speed of change is only accelerating. Organizations are experiencing the pressure to digitally transform as their stakeholders, leaders and customers demand more. In response, organizations must create competitive products and services quickly, adapting rapidly as they assess customer satisfaction.

Innovation and collaboration are critical business capabilities that leverage emerging technologies to create new business models, products and services. CGI has the talent, scale, reach and end-to-end services to help clients link emerging technologies with legacy systems and processes to succeed with their digital transformation efforts.

We meet clients where they are and get them where they need to be. CGI operates at the intersection of bold thinking and disciplined execution to rapidly achieve measurable outcomes at scale.

For more information about our Salesforce and MuleSoft work, visit <https://www.cgi.com/en/partner-ecosystem/salesforce-partner>

Our Salesforce credentials

- 1000+ completed Salesforce projects for 400+ joint clients
- 4.9/5 Salesforce customer satisfaction rating
- 10 MuleSoft/Salesforce Centers of Excellence globally
- 675+ certified team members
- 2023 and 2022 MuleSoft AMER Emerging Partner of the Year

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. We provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

FOR MORE INFORMATION

U.S. commercial organizations and state and local government:

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