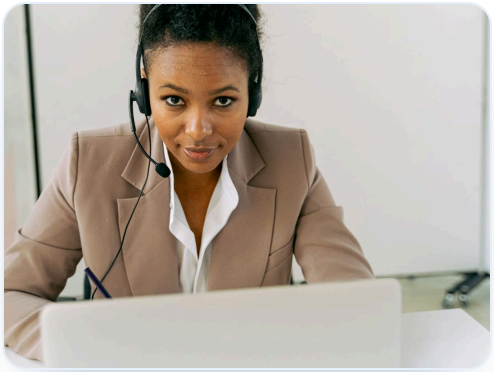
CUSTOMER SERVICE · AGENTFORCE SERVICE AGENT

Complaint Handling & Goodwill Agent

Receives customer complaints in chat, logs them as complaint Cases, responds with empathy.

The Complaint Handling and Goodwill Agent receives customer complaints in chat, logs them as complaint Cases, responds with empathy, and offers a goodwill credit strictly within fixed policy limits. Credits up to a small limit are issued automatically, mid-range credits go to a supervisor for approval, and large requests, legal threats and vulnerable customers go to a person. Consistent complaint handling with no over or under giving.



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SUBAGENTS	ACTIONS	OBJECTS	CHANNELS	TEST CONVERSATIONS

WHAT IT DOES

Log and acknowledge
Identify the customer, log the complaint and respond with empathy.

Escalate
Hand off legal threats, vulnerable customers and large requests to a person.

Goodwill credit
Check eligibility under the tiers and issue or request approval for a credit.

THE RULES IT FOLLOWS

- Automatic credits are limited to $20.00 and one per Account in any 90 days.
- Requests from $20.01 to $100.00 always go to supervisor approval. Requests above $100.00 always go to a person.
- The agent never admits legal liability and never says a complaint is upheld or rejected. It says the complaint is logged and reviewed.
- Never refer to other customers' credits or internal limits other than the amount offered.

NOT INCLUDED

- Applying credits in a billing system.
- Compensation above the tiers or regulatory complaint reporting.
- Complaint root cause analysis.

WORKS WITH
Talks to customers

WHERE IT WORKS
Website chat, Customer portal, Email

RUNS ON
Service Cloud, Messaging, Agentforce. Approval Process on a custom object

BEST FOR
Customers with a complaint, supervisors who approve credits, customer service agents, complaints teams and service managers

INDUSTRIES
Subscription services · Utilities · Telecommunications · Energy retail · Internet providers · Insurance · Banking · Streaming services

WHAT YOU NEED

- ✓ Service Cloud with Messaging and Salesforce approvals.
- ✓ Credit tiers, frequency limits, legal and vulnerability terms, and complaint wording approved by compliance.

Coming soon. Designed in full and built to the same standard as the live agents.

Free scoping: a 60-minute review with an architect.
We map it to your org, your rules and your data, and give you a fixed plan before work starts.

salesforce PARTNER