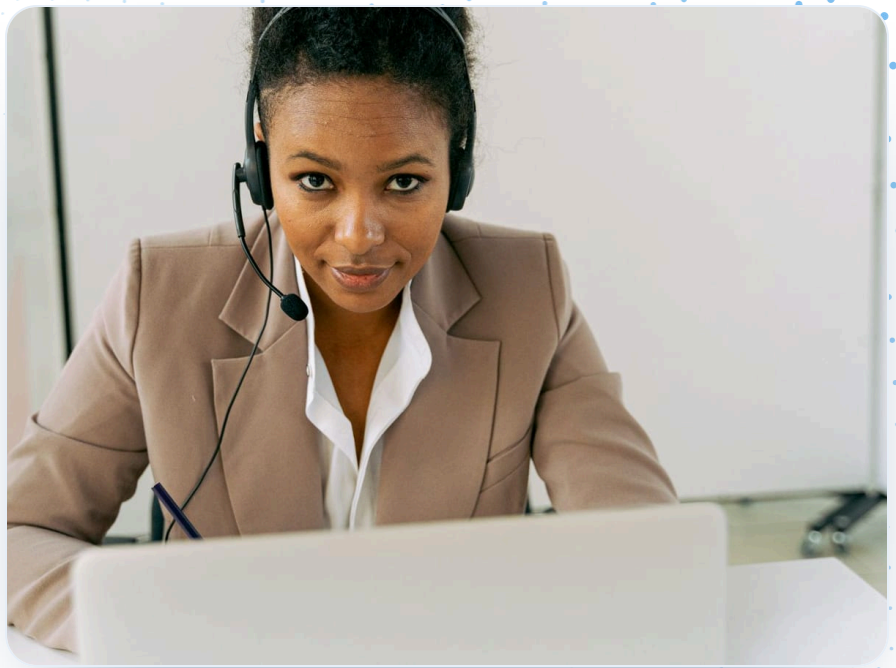
AGENTFORCE AGENT · CUSTOMER SERVICE · NOVEMBER 2026

Complaint Handling & Goodwill Agent

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



STATUS
COMING SOON

WORKS WITH
Talks to customers

WHERE IT WORKS
Website chat, Customer portal, Email

CONTACT
contact@synconai.com

salesforce PARTNER

THE JOB IT TAKES ON

What the Complaint Handling & Goodwill Agent takes off your team.

WHAT IT DOES

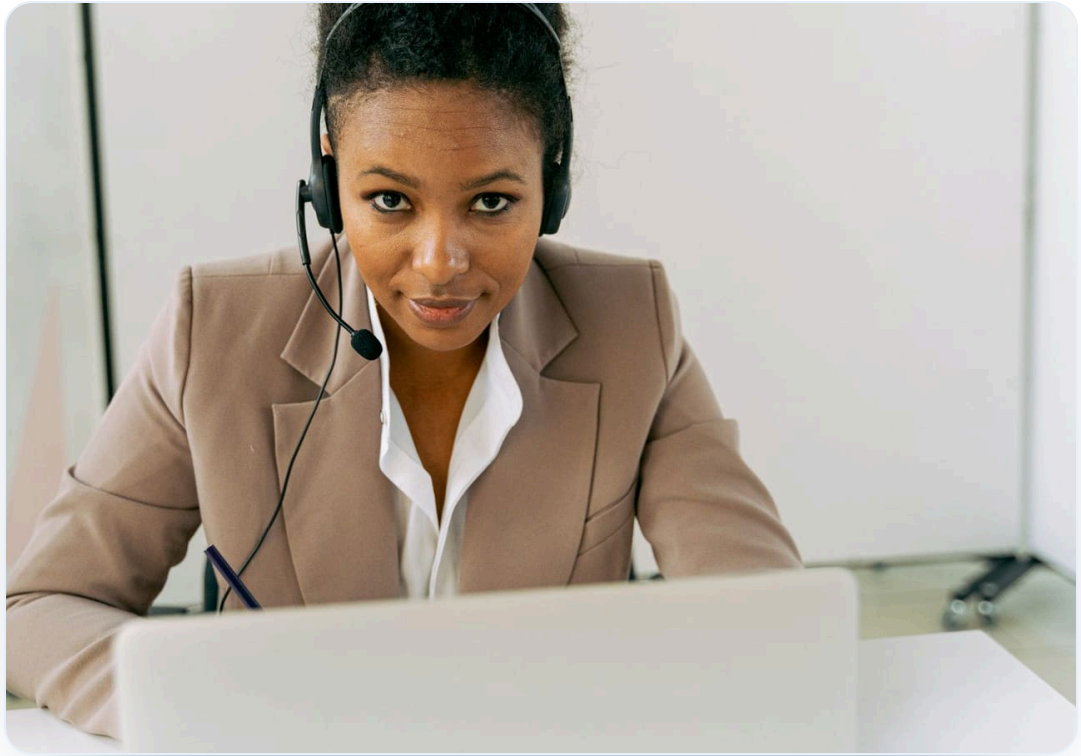
The Complaint Handling and Goodwill Agent receives customer complaints in chat, logs them as complaint Cases, responds with empathy, and offers a goodwill credit strictly within fixed policy limits. Credits up to a small limit are issued automatically, mid-range credits go to a supervisor for approval, and large requests, legal threats and vulnerable customers go to a person.

WHAT CHANGES

Consistent complaint handling with no over or under giving.

A TYPICAL FIT

An internet provider with monthly plans and a $20 automatic goodwill limit.



WHO USES IT Customers with a complaint, supervisors who approve credits, customer service agents, complaints teams and service managers

WHAT IT DOES

Everything the Complaint Handling & Goodwill Agent handles.

01

Log and acknowledge

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

02

Goodwill credit

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

03

Escalate

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

BUILT TO BE TRUSTED

The rules it cannot talk its way around.

01 Automatic credits are limited to $20.00 and one per Account in any 90 days.

02 Requests from $20.01 to $100.00 always go to supervisor approval. Requests above $100.00 always go to a person.

03 The agent never admits legal liability and never says a complaint is upheld or rejected. It says the complaint is logged and reviewed.

04 Never refer to other customers' credits or internal limits other than the amount offered.

TESTED BY REPLAY Scripted conversations, including the awkward ones, are replayed against the records they should create before go-live and before every change.

DELIVERY

Scoped with you, built in your org.

1

Scope with you

The actions it needs, the rules it follows and who approves what, in a fixed plan.

2

Build in your org

The agent, its Apex actions, objects and screens, as deployable Salesforce metadata.

3

Test by replay

Your own conversations replayed against your records before go-live.

4

Go live and hand over

A runbook, the test set and a walkthrough, so your team owns it from day one.

Deployable source
The agent, actions, objects and screens as Salesforce metadata.

Solution design
A Solution Design Document with UML for your architects.

Test suite
Apex tests plus replayed conversations, run before every release.

Least-privilege access
Permission sets for the agent user and for your staff.

Runbook and handover
How to run it, change its rules and roll back.

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

NEXT STEP

Get the Complaint Handling & Goodwill Agent scoped for your org.

A free 60-minute review with an architect: what it would do in your org, what it needs and how long it takes.

EMAIL

contact@synconai.com

THE AGENT

synconai.com/ai-agents/complaint-handling-and-goodwill-agent

GLOBAL DELIVERY

United States · Australia · India

BUILT BY

SynconAI, Salesforce Select Partner · 5.0/5 CSAT

salesforce PARTNER