



CASE STUDY & KNOWLEDGE GUIDE

Agentforce on AWS Voice Enterprise AI for the Voice Channel

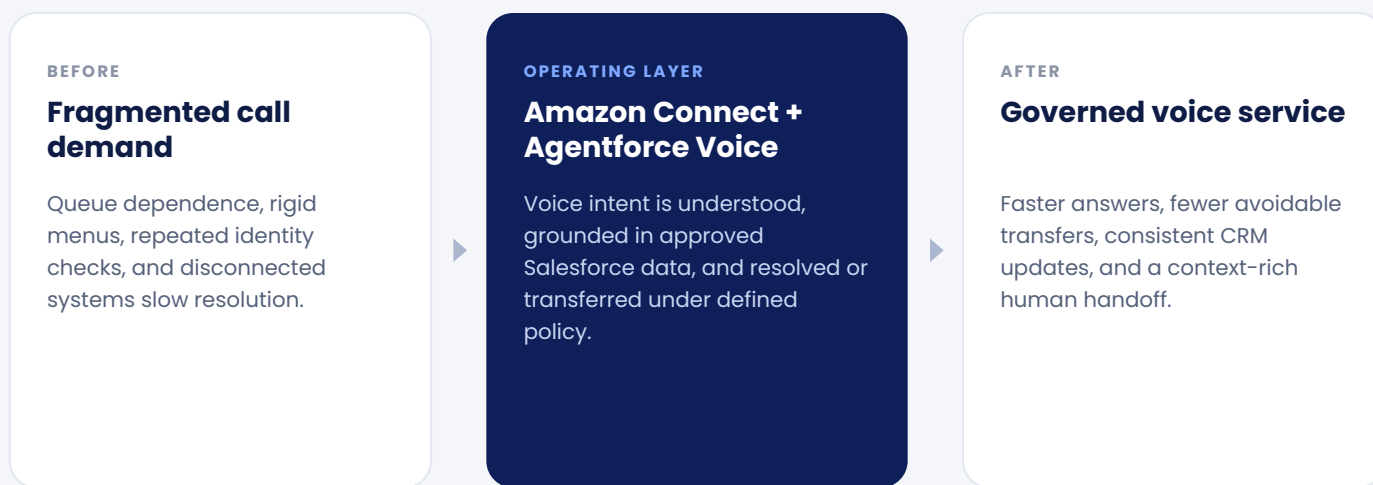


A governance-first white paper for AI-powered self-service, knowledge-grounded responses, and seamless live-agent handoff across Amazon Connect and Salesforce.

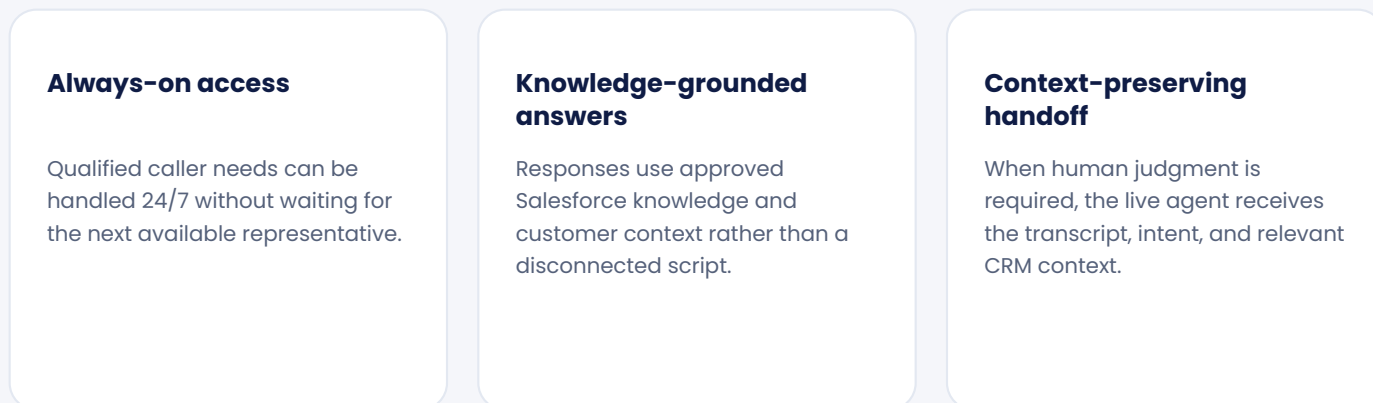
THE CXO QUESTION

Voice self-service without a blind automation layer.

Agentforce on AWS Voice reframes the phone channel as a governed service layer. Amazon Connect manages telephony and routing, while Salesforce remains the system of record for customer context, knowledge, permissions, approved actions, and auditability.



Executive value model

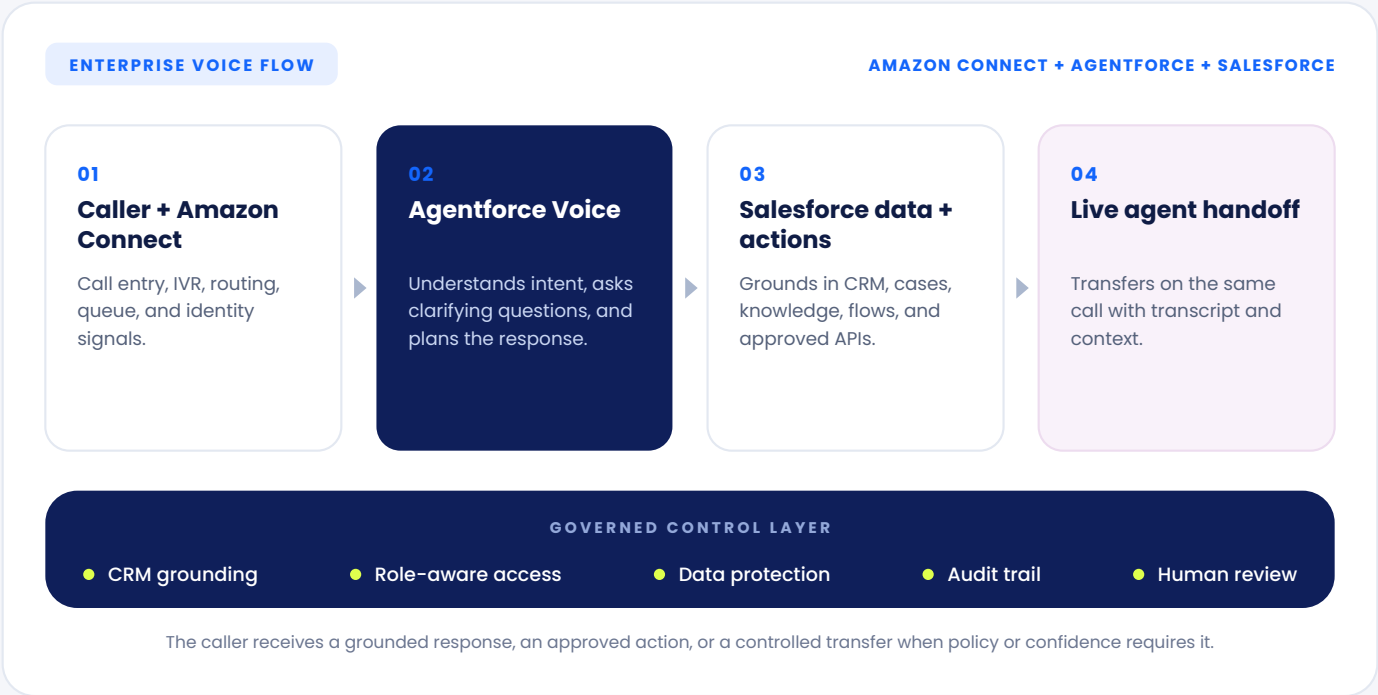


Source logic: supplied Agentforce on AWS IVR use-case brief and its caller, routing, grounding, and handoff model.

DEPLOYMENT MODEL

The voice channel as an AI front door.

The solution pattern places Agentforce inside the telephony journey while retaining enterprise control over routing, identity, data scope, knowledge, approved actions, escalation, and the service record.



Governance controls that matter to leadership

Control objective	Implementation mechanism	Executive value
Access integrity	Amazon Connect configuration, Salesforce identity mapping, and role-aware data access.	Reduces exposure from unmanaged caller or agent access.
Answer integrity	Ground responses in approved CRM, knowledge, and customer records.	Improves trust and limits unsupported answers.
Action governance	Limit voice actions to approved flows, APIs, and escalation paths.	Keeps automation inside defined business policy.
Continuous assurance	Track transcripts, transfers, failure patterns, feedback, and exceptions.	Creates an optimization loop for adoption and risk control.

Reference model: supplied AWS IVR brief – caller, Amazon Connect, Agentforce Voice, Salesforce data, and live-agent handoff.

USE CASE BLUEPRINT

Three operating motions in AWS Voice.

The voice experience can be organized into repeatable operating motions: resolve a known request, perform a governed CRM action, or transfer with context when the request requires human judgment.

01
Order & account service

Caller asks for order status, account details, eligibility, or another repeatable service answer.

1

2

3

IdentifyGroundRespond

BUSINESS VALUE

Fast 24/7 resolution for high-volume, structured questions.

02
Case intake & update

The voice agent captures the issue and creates or updates the appropriate Salesforce record.

1

2

3

UnderstandActConfirm

BUSINESS VALUE

Structured service execution without manual re-entry.

03
Live agent handoff

Complex, sensitive, or low-confidence requests move to a representative on the same call.

1

2

3

Detect limitRouteHuman resolves

BUSINESS VALUE

No redial and no loss of conversation context.

Decision matrix for CXO review

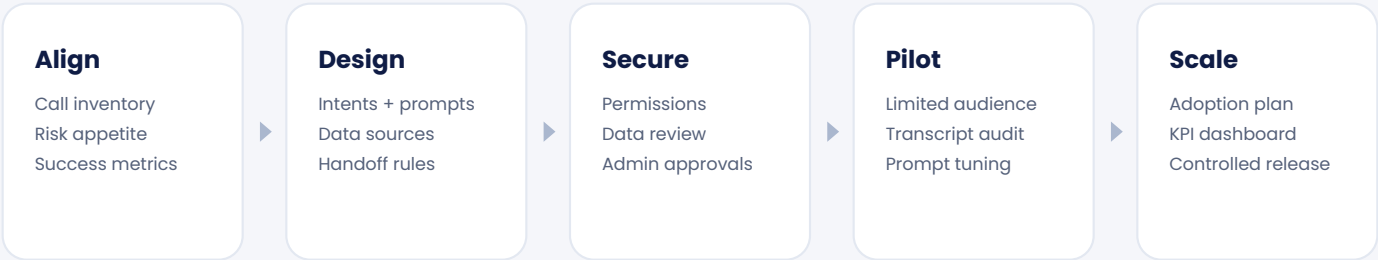
Motion	Best-fit use cases	Primary governance question
Order & account service	Order status, policy lookup, eligibility, account assistance	Is the response grounded in approved knowledge and the right customer record?
Case intake & update	Issue capture, case creation, appointment or service updates	Which actions may the voice agent perform, and what confirmation is required?
Live agent handoff	Sensitive support, complex troubleshooting, exception handling	When must automation stop, and what context must transfer to the representative?

ANTRAZAL DELIVERY LENS

From voice demo to governed scale.

A production-grade rollout is not an IVR replacement exercise. It is a controlled service program: start with high-confidence intents, limit the action surface, instrument every transfer and outcome, and scale only after proof of quality and control.

90-day implementation roadmap



Outcome	Primary KPI	Why it matters
Self-service containment	Qualified calls resolved without live transfer	Measures whether the voice experience is removing avoidable queue demand.
Speed to resolution	Median time to answer and task completion	Shows whether callers are reaching a useful outcome faster.
Handoff quality	Successful transfer rate and context completeness	Validates that automation does not trap complex or sensitive requests.
Action reliability	Approved Salesforce actions completed without exception	Confirms that automation remains inside defined operating boundaries.
Trust and quality	Correction rate, audit exceptions, and caller feedback	Creates the control loop required before broader production scale.