



Customer Sentiment Analysis & Predictive Service Automation with Data 360

Unifying multiple fragmented customer touchpoints into a real-time intelligence layer to enable sentiment analysis, predictive service, propensity scoring, and automated engagement.

Overview

QBurst engineered a unified customer intelligence layer using Salesforce Data 360 and Agentforce on top of the client's existing CRM, connecting fragmented interaction signals without disrupting live operational processes.

- **Unified Real-Time Profile:** Replaced seven disconnected channels with a single, real-time 90-day customer timeline completed within five months of kickoff.
- **Predictive Risk & Service Automation:** Enabled 42% faster identification of at-risk customers and achieved a 48% reduction in inbound status enquiries through proactive notifications.
- **Enhanced Lead Conversion:** Generated a 24% lift in lead-to-opportunity conversion using multi-signal propensity scoring and score-based routing.



Client Profile

The client is a leading real estate developer specializing in luxury residential and commercial properties, with operations spanning construction, sales, collections, customer experience, and community management.

Fragmented Engagement and Reactive Service

The client operated with a mature system of record, but customer relationships were scattered across disconnected channels.

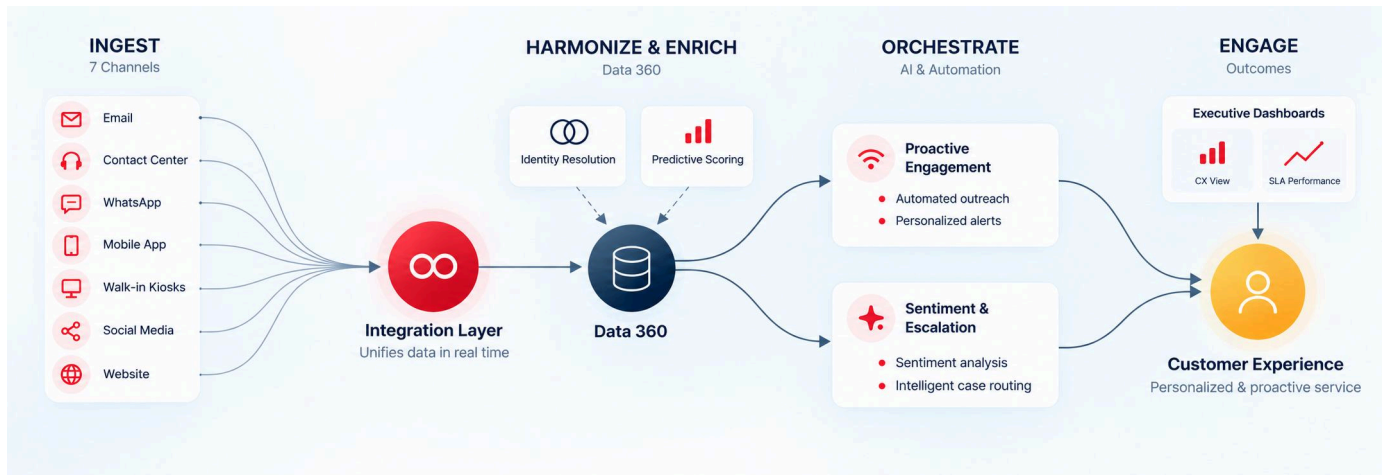
- **Fragmented Visibility:** Email, WhatsApp, app activity, kiosk visits, and call histories were isolated, forcing teams to rediscover context from scratch.
- **Reactive Service Triaging:** Cases were routed strictly by queue order and complexity rather than customer value, sentiment trajectory, escalation risk, or agent fatigue.

- **Absence of Early Warning Signals:** Customer frustration, payment failures, and SLA breach risks were detected only after formal complaints were raised.
- **Lack of Predictive Executive Insights:** Department heads relied on historical, after-the-fact reports rather than forward-looking escalation or churn analytics.

Solution: Connected Customer Intelligence Layer

We established a unified intelligence layer natively within Salesforce, integrating cross-channel signals into Data 360 and activating AI-driven automation via Agentforce:

- **Unified Customer Profile:** Configured identity resolution across phone, email, app login, and social handles, ingesting real-time signals from all seven channels into a 90-day timeline alongside calculated insights for Customer Lifetime Value, Engagement Score, and Interaction Frequency.
- **AI Lead Scoring & Propensity Modeling:** Extended lead scoring with behavioral engagement, interaction history, and sentiment signals, routing high-priority opportunities directly to appropriate Relationship Managers.
- **Sentiment Analysis & Escalation Intelligence:** Classified interactions across channels by sentiment (Neutral, Frustrated, Angry, Anxious, Satisfied) and intent, generating an Escalation Risk Score directly on the profile.
- **Proactive Communication Engine:** Implemented event-triggered and failure-driven outreach using Agentforce to generate personalized WhatsApp, email, and push notifications.
- **Intelligent Case Routing & Workload Optimization:** Rebuilt routing around issue complexity, customer value, risk score, agent skill, and agent fatigue score to keep high-risk cases out of general queues.
- **Executive Visibility Dashboards:** Deployed an Executive CX dashboard, a Critical Risk View for 24–48 hour SLA breach forecasts, and an AI Insights Panel for natural-language trend exploration.



System Architecture

Technical Highlights

- **Salesforce Data 360:** Ingests, harmonizes, and unifies cross-channel profiles with native calculated insights.
- **Predictive Models:** Drives lead propensity scoring and composite escalation-risk prediction.
- **Agentforce:** Orchestrates natural-language assistance, context-aware responses, and automated actions.
- **API Integration Layer:** Connects telephony/IVR, WhatsApp Business API, mobile app, kiosks, and social listening with sub-minute latency.
- **Trust & Governance:** Operates within Salesforce access controls, incorporating AI grounding, data protection, and auditability.

Impact: Proactive CX and Revenue Growth

- **Unified Single View:** Unified profile views across email, contact center, WhatsApp, mobile app, kiosks, social media, and website within five months.
- **24% Conversion Lift:** Increased lead-to-opportunity conversion through explainable, propensity-based prioritization.
- **42% Faster Risk Detection:** Flagged customer frustration and escalation risks before formal complaints were submitted.

- **48% Reduced Inbound Contact:** Decreased status-enquiry volume through automated, event-driven customer updates.
- **Predictive Leadership Oversight:** Replaced historical reporting with predictive frustration heatmaps and SLA breach forecasts.