



Salesforce LiveMessage powered by Service Cloud

NCR lowered service costs and increased customer satisfaction with a conversation.

LiveMessage puts the power of conversational messaging in every customer’s hands.

The National Cash Register Corporation (NCR) was established in 1884 with a revolutionary idea: producing the first mechanical cash register. Since then, NCR has been at the forefront of developing breakthrough point-of-sale (POS) solutions.

One of the company’s latest products, NCR Silver, is a powerful cloud-based, simple-to-use POS system designed to support small and specialty businesses. NCR Silver runs on the iPad and iPad mini, and is integrated with Salesforce enabling business owners and employees to access business-critical information from anywhere – instantly and securely.

NCR REDUCED CASE RESOLUTION TIME BY **19.6 HOURS**

Support for small business owners on the channel they prefer – their mobile device

Small businesses are always on the move, and the NCR Silver team recognized that customer service should be too. With many customers already using messaging apps, such as SMS and Messenger, for their personal conversations, NCR executives embraced Salesforce LiveMessage – the conversational messaging channel for their Service-based contact center.

Empowered agents and reduced cost per contact
With Salesforce LiveMessage, NCR customers now get the personalized service they expect immediately, from anywhere, and on their preferred channel of choice – their mobile device. And because it’s integrated with Salesforce for Service, agents have all the context and intelligence they need at their fingertips to keep the conversations going. This, empowers agents to handle up to 7 text message conversations at once, boosting productivity and resolution rates, while lowering operating costs.

Increased CSAT with more 1:1 conversational messaging approach

More than ever, customers expect answers, and fast. With LiveMessage, NCR Silver was able to unlock the messaging channel, creating a true omni-channel customer service experience.

- Seamless Salesforce integration allows NCR Silver agents to access all the information they need from one console
- 2-way interactive conversations provide a more immediate, personal customer experience
- Text-enabling their existing 800 number, customers can easily send messages to a number they are already familiar with

“We surpassed our adoption goals and expect to replace 20% of calls and chat with LiveMessage.”

*Douglas Jones,
NCR Silver Customer Care Director*



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Seven reasons NCR Silver executives love LiveMessage for customer service

Messaging is the preferred channel for customer service, and now with LiveMessage businesses have the ability to message with customers the way that they message with their friends.. And NCR's impressive results prove it. Since the launch of LiveMessage, NCR Silver has:

1. Improved first call resolution by 12%
2. Reduced customer phone contacts by 26%
3. Reduced call times by 2 minutes with screen pop feature
4. Reduced case creation from minutes to seconds with picklist
5. Reduced labor costs from 81 hours to 3.6 hours
6. Deflected 10% of cases
7. Improved agent efficiency with 218% volume growth, with zero added staff

About NCR Silver

NCR Silver is a revolutionary mobile point-of-sale system developed by world leader NCR Corporation. It's designed to provide small business owners with the resources they need to run their business from anywhere, including:

- Payments
- Customer loyalty management
- Employee management with payroll integration, cash tip reporting, and time
- Marketing emails
- Inventory management
- Sales reporting

Ready to join the conversation?

Learn more at servicecloud.com

or contact us at [1-800-667-6389](tel:1-800-667-6389)