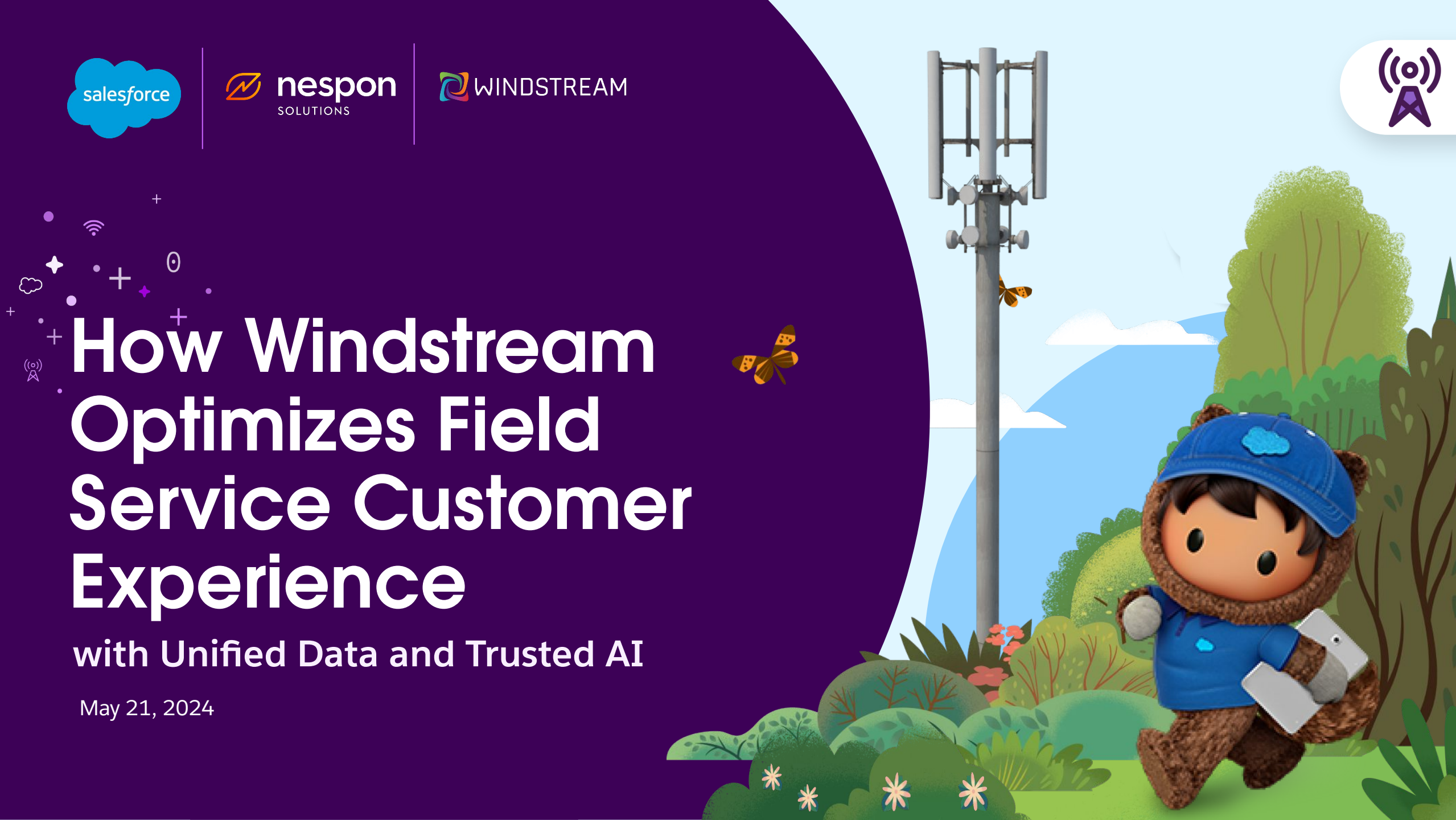
salesforce | nespon SOLUTIONS | WINDSTREAM

How Windstream Optimizes Field Service Customer Experience

with Unified Data and Trusted AI

May 21, 2024



Forward Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Last updated: December 5, 2023

Your Field Service for Communications Experts



Natasha Janic

Senior Product Marketing Manager

salesforce



Jason Carter

Head of Delivery

nespon SOLUTIONS



Matt McLaren

VP, Information Technology

WINDSTREAM

Today's Agenda



State of Field Service in Communications

Roundtable Discussion

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Where to Learn More















Thank you

State of Field Service in Communications



Field Service Technicians Face Many Key Challenges

UNSATISFIED
Customers

LIMITED
Service Visibility

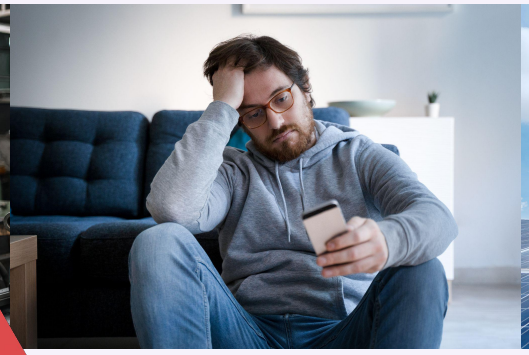
POOR
First-Time Fix Rates

LOSS OF
Contract Revenue

EXCESSIVE
Windshield Time

MISSED
SLA Delivery











DELAYED
Arrival Times

REDUCED
Visits Per Day

TIME CONSUMING
Manual Process

LIMITED
Skilled Talent

UNTRACKED
Field Inventory

INCONSISTENT
Quality Standards

The Chasm Between Subscribers and Field Service Teams is W I D E



94%

say **good customer service** makes them more likely to make another purchase

73%

of field technicians say they spend too much of their day-to-day job on **paperwork**



32%

Mobile workers spend only 32% of their time **working with customers**

Salesforce, 2023, IFS State of Service 2023
Service Council Voice of the Field Service Engineer

Now Field Service Teams Need to Do Even More

With **tighter** budgets and **fewer** resources

More tailored experiences

Greater efficiency



Increased productivity

Higher service margins



IMAGINE THIS

What if every field tech had the info and parts to complete their job correctly the first time…every time?

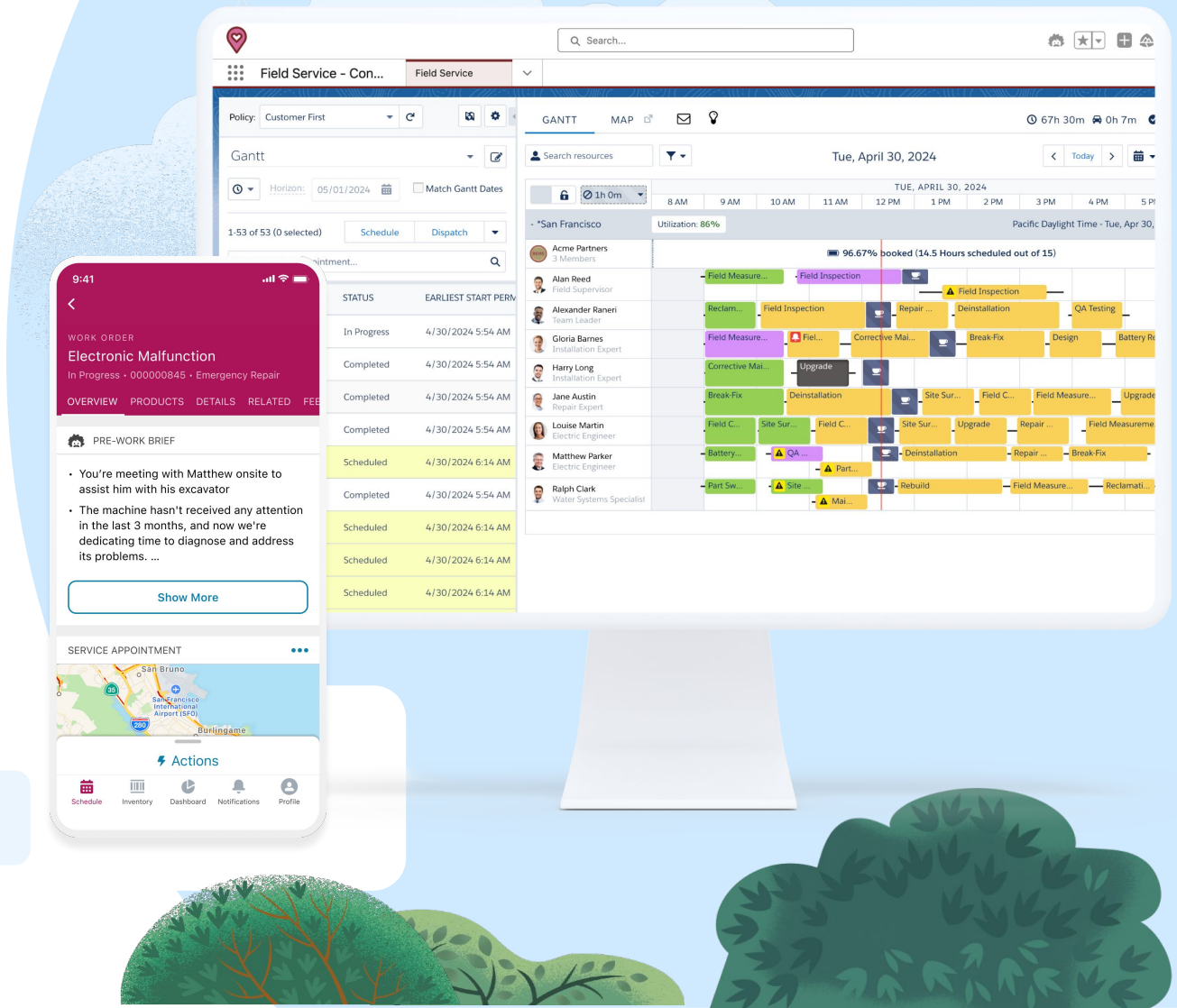
Einstein 1

Field Service

Power the future of field service with the #1 AI CRM

+32%
mobile worker productivity

+35%
CSAT

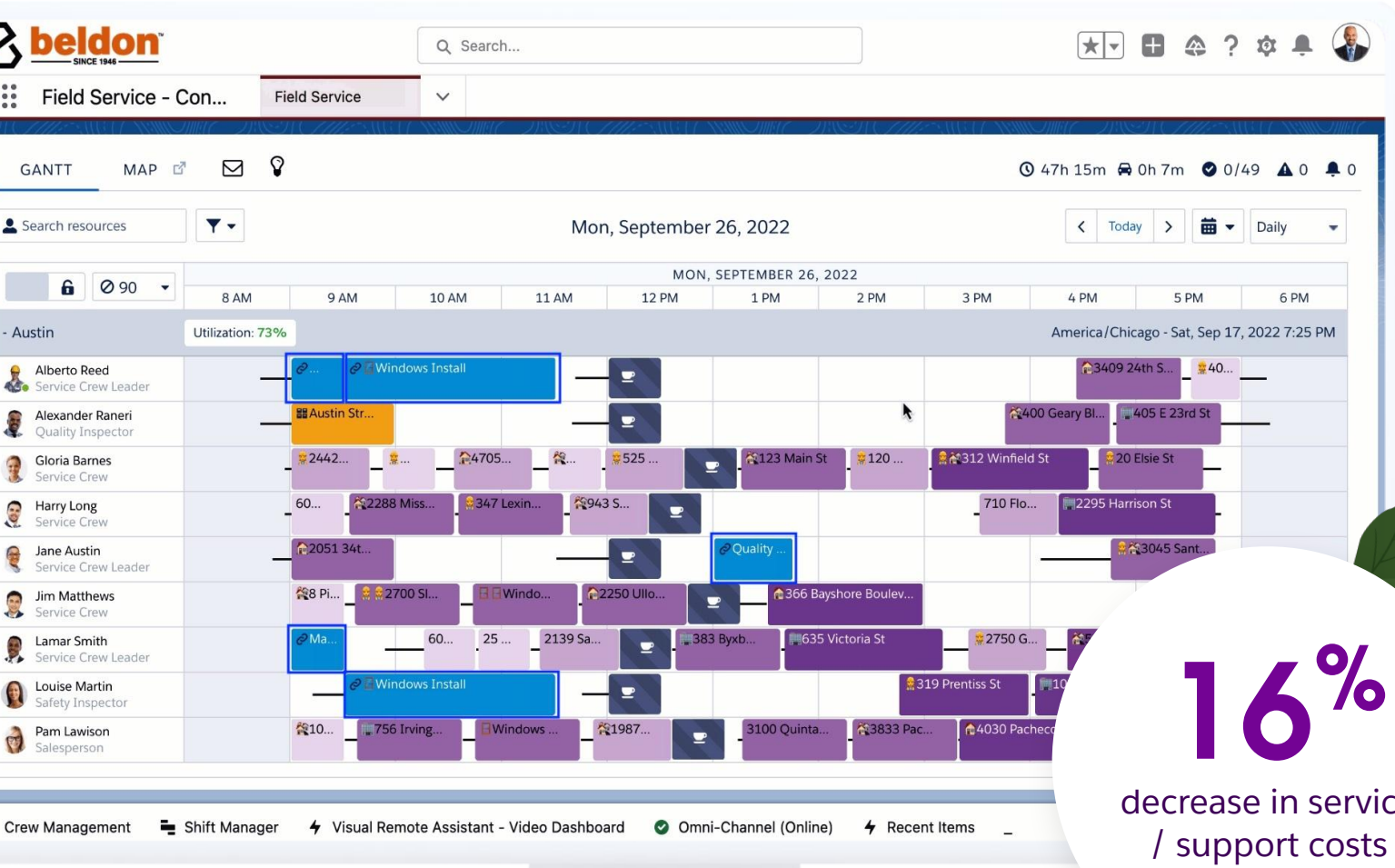


Powered by the Einstein 1 Platform

Data Cloud | **Customer 360** | **Einstein**

Source: 2022 Salesforce
Field Service Success Metrics

Deliver Efficient & Proactive Field Service



16%

decrease in service / support costs

- Increase satisfaction with personalized subscriber experiences powered by real-time data
- Have the right tech with the right skills at the right job
- Improve margins with decreased cost to serve
- Reinvent your field visits with trusted AI

Source: FY24 Customer Success Metrics

Roundtable Discussion

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WINDSTREAM



Our unique delivery model makes us a cost-effective implementation partner for industry specific solutions

Salesforce Experts

10+ Years as Salesforce Partner

600+ Salesforce Certifications

300+ Salesforce Employees

Global Delivery Capabilities

Delivery Centers in North America, South America, Europe, and Asia

Nearshore and Offshore Delivery provides Global Time Coverage

Methodology & Training

Experts in Agile and Scrum Methodology

Nespon Academy provides Training & Enablement



WOMEN OWNED
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

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Roundtable

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Next Steps in Your Field Service Journey



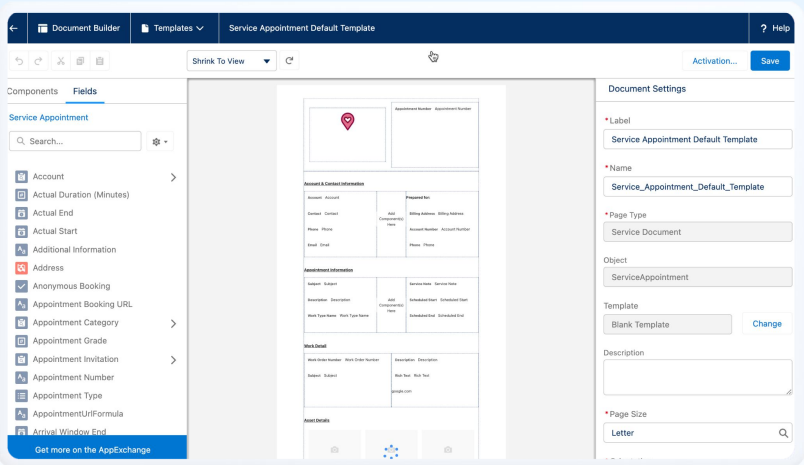
Introducing

AI + Data Powered Field Service

Document Builder

Richly formatted & compliant PDFs

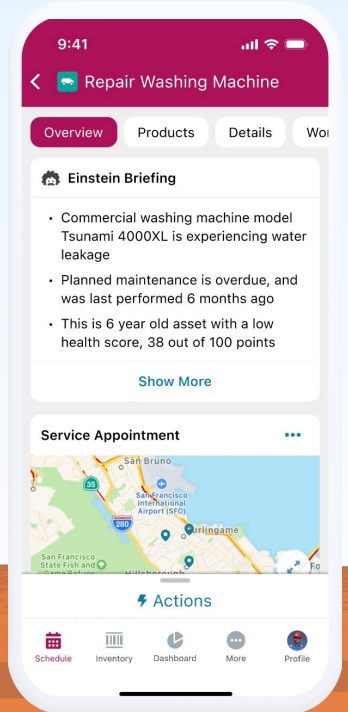
GA | Feb



Pre-Work Brief

Summary of job at hand

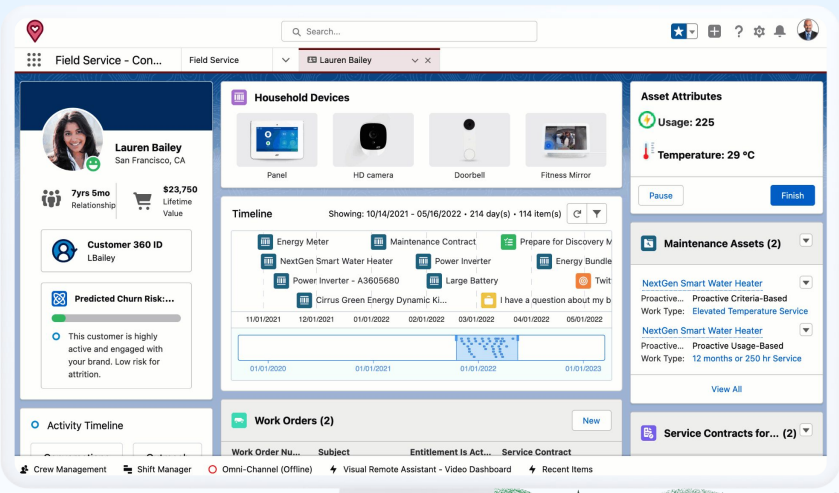
GA | March



Proactive Asset Management

Enhance performance with Data Cloud

GA | June



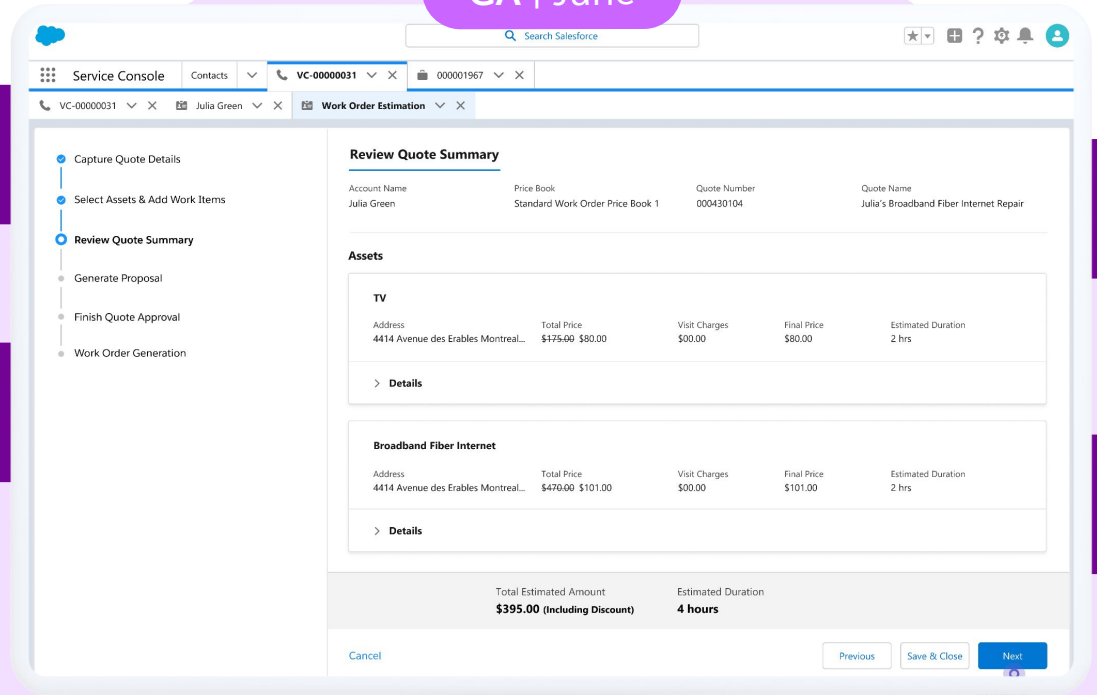
Introducing

Work Order Estimation

GA | June

Eliminate billing surprises with contextual work summaries

Improve service accuracy with work summaries in assets, entitlements and warranties



Empower technicians to grow revenue opportunities with cross-sell / upsell

Increase technician productivity with enhance mobile experience

Continue Your Field Service Journey!

Generative AI: Powering the next generation of customer service for communications providers

The Ultimate Guide to Salesforce Implementation Strategies

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Questions?



Thank you

