

Executive Guide

Salesforce Marketing Command Center



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Get a better view – of everything.

Your savvy customers stay plugged in with mobile devices, social media, and the web. Technology has normalized a self-service mentality; digital users have shopping carts, product reviews, and competitor details at their fingertips 24 hours a day. With minimal effort, audiences stay informed and familiar with your business – and with the tap of a touch screen, they can adopt your service.

Know your customers as well as they know you by combining multiple data sources into one centralized vision with Salesforce Marketing

Command Center. Get an overview of brand health, review campaigns, and dive deep into your digital customer touchpoints – all from a central real-time visualization of your organization's marketing and service.

On the following pages, see how Salesforce Marketing Command Center enables organizations to connect with customers, build advocacy, and unite teams by breaking down departmental silos – something similar solutions can't do.



Highlight Your Customer's Voice

With Salesforce Marketing Command Center, digital teams can keep a close eye on owned and earned conversations to develop insights around campaign impact, message volume, and customer sentiment. Visualize data, identify opportunities and issues, align action, and prioritize responses.

Users can quickly set up their command center and visualize important marketing metrics including:

Social Influencers

See how customers talk about your brand on Facebook, Twitter, or any of the over 650 million social sources across the globe.

Geographic Trends

Focus on conversations by region to learn about your worldwide audience.

Top Images

View an up-to-date social feed of popular customer photos related to your brand.

Social Customer Care

Learn how quickly your brand responds and resolves issues over social media. Identify the top issues affecting your organization at any given time.

Word Cloud

Understand how customers connect with your brand emotionally by examining the most common words associated with your product.





CUSTOMER STORY

Nestlé Waters Launches Consumer Engagement Center with Marketing Cloud

As the number one provider of bottled waters in the U.S., Nestlé Waters North America recognized the strength in deepening relationships with its customers – not just on digital channels but in their communities. The Nestlé Waters team joined forces with Salesforce to establish a comprehensive command center for an instantaneous, comprehensive view of the business that puts the customer at the center of everything.

Now the team captures brand-related social media conversations as they occur, getting an overview of brand sentiment and launching 1-to-1 interactions from them. The team also observes email performance – opens, click-throughs, ROI, and more – and visualizes the entire customer experience on the Journey Builder screen. While promoting healthy hydration to customers across the nation, Nestlé Waters tunes in and pays attention to deliver end-to-end delight for every consumer.

Read the full Nestlé Waters story here:

<http://digiday.com/brands/inside-nestle-waters-new-digital-command-center/>



“[Salesforce Marketing Command Center] makes it easier for us to track performance and optimize in real time.”

Antonio Sciuto
EVP & CMO
Nestlé Waters North America



Deliver Digital Insights

Top marketing teams can attest that it takes a customer-first approach to succeed. All customers are unique, and they expect communications to reflect their individuality. With Salesforce Marketing Command Center, hear every customer's voice clearly and respond accordingly.

Go far beyond social media listening to better serve your customers by visualizing:

Email Campaigns

Track and display multiple email campaigns at once, preview campaigns, and showcase performance metrics that matter.

Journey Builder

Broaden visibility into customer reaction and marketing metrics by visualizing the progress of customer journeys with key statistics from Journey Builder.

Customer Service

Learn how your brand responds and resolves issues over social media. Check on service case turnaround time, and review the quality of the customer experience. Identify the top issues affecting your organization at any given time.



CUSTOMER STORY

Southwest Airlines' Listening Center Takes Customer Care to New Heights

At its headquarters in Dallas, Southwest Airlines engages with customers and employees in real time with its state-of-the-art command center. Brought to life with Marketing Cloud technology, the command center is the first of its kind in the domestic airline industry. It is the airline's nerve center, integrating traditional media, social media, and operational data so staff can act quickly and efficiently from insight to solution.

Southwest employees from customer relations, communication, and marketing departments staff the command center seven days a week. Employees are available around the clock to answer questions, engage with customers, and share feedback across the organization to enhance the customer experience.

Discover Southwest Airlines' story here:
<http://www.prnewswire.com/news-releases/southwest-airlines-introduces-state-of-the-art-listening-center-272878411.html>.



“The listening center symbolizes our commitment to listening to our internal and external customers, and taking that feedback to make smarter business decisions.”

Linda Rutherford
VP, Communication and Outreach
Southwest Airlines

Align Your Entire Organization

Customers expect a seamless experience with the brands they love. From the ads they see, to purchases, and even customer service calls, consumers prefer streamlined, comprehensive relationships that put them in the driver's seat. Align your staff across every department under a singular, customer-centric vision with a complete visual representation of your entire business.

Cloud-Based Access

With a simple URL, open your command center from anywhere for crisis management and updates for executives on the move.

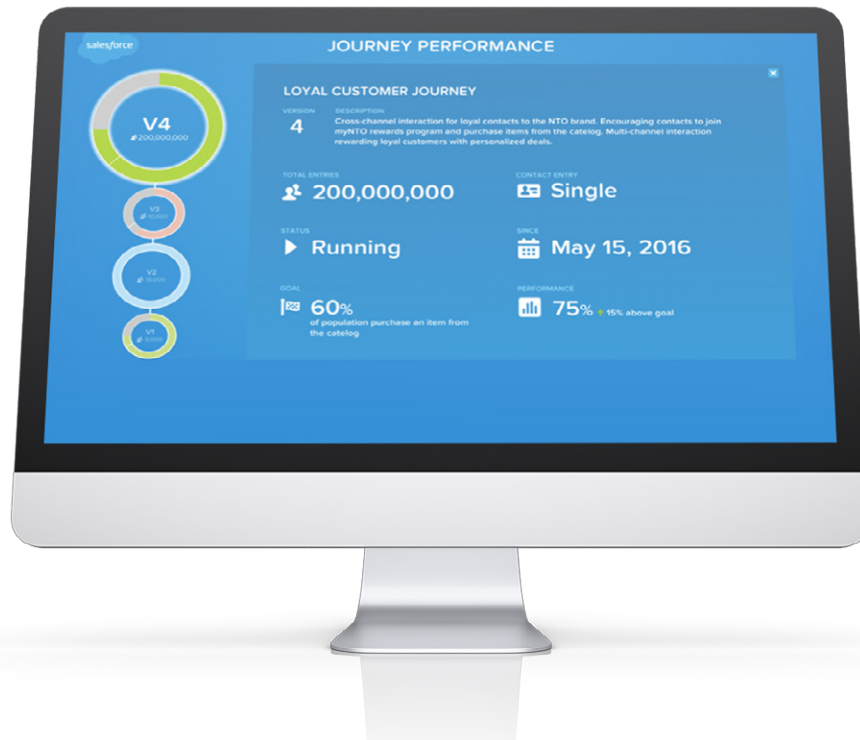
Flexible Displays

Share your configuration publicly on large monitors or use individual views adaptable to desktop computers and mobile devices.

Comprehensive Multichannel Views

Gain true understanding of your customer relationships with the only multichannel command center on the market.





Align Your Entire Organization (cont'd)

Whether in a physical location or cloud-based, your command center provides a common focal point that breaks down silos. Salesforce Marketing Command Center allows groups from across your company to unite and collaborate with:

A Centralized View for All

Share your business overview with everyone at once. Your command center is a central hub for all employees to take in key news and information together, driving collaboration. Plus, provide campaign and issue updates to executives who monitor brand health at high levels.

Interdepartmental Transparency

With the unified view and alignment a command center allows, executives can rally the whole organization around the customer experience, inspiring passion and teamwork.

Brand Health

Companies can get a real-time view of quantitative (email, journey, social performance) and qualitative (social listening) data quickly and effortlessly.

Crisis and Campaign Management

Manage public-facing and internal crises with quick resolve and unprecedented alignment. Make reactive changes and fixes to marketing campaigns.



Conclusion

Salesforce Marketing Command Center is the ideal solution for organizations that are serious about aligning campaigns with their customers' voices – and leveraging performance data to create better brand experiences. Launch your customer-first strategy and see it in action, along with staff

from across your organization. Watch over the health of your brand and customer relationships with impressive, innovative technology. Visit marketingcloud.com or contact our team at 1-866-558-9834 to speak about your needs and how Marketing Cloud can help.





CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

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