Service Cloud Lightning Snap-ins Datasheet

salesforce service cloud

Today's connected customer is moving more seamlessly between a company's products and it's services. The distinction between product, brand, and service is rapidly blurring: From the customer's perspective, they are often one and the same. This means companies must differentiate on the service experience – which has become the brand experience.

And yet, companies aren't keeping up with customers – in fact, 61% of consumers have to use multiple channels to resolve a customer-service issue. Companies are making customers work too hard to find answers, and making them look elsewhere for a better experience – one where the service is as seamless and connected as everything else in their lives.

Challenges with Traditional Customer Service Solutions

1 Not built for mobile

Only 1% of businesses provide an end-to-end customer experience on a mobile app. Most mobile options were built as a "bolt-on" afterthought, causing a disconnected experience for customers.

2 One size fits all

Lack of customer data translates to a one-size-fits all experience. And channel silos mean customer context is lost when moving between channels.

3 Not available at the point of customer need

Today's customers don't necessarily want to go to your website or dial a 1-800 number. Now 34% of Millennials say they'd rather get their teeth cleaned at the dentist than call a customer service line.[1] Yet the phone is still one of the main channels of yesterday's service technology.

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Service Cloud Lightning Snap-ins Are Here

Service Cloud Lightning Snap-ins provide customer service for today's connected customer, delivering a transformational service experience that is:

Faster

Set up in a snap using our native mobile software development kit (SDK), or our web SDK, with our pre-dockable components, which allow you to:

- **Integrate** knowledge articles into apps for an effortless customer experience on the fly.
- **Customize** images and chat colors to match your brand quickly and easily by embedding a small code snippet into your app.

Smarter

Provide service in context for customers, and build a smarter team.

- **Deliver** knowledge articles to customers based on what they're looking at on your app, and what they want to do.
- **Put** customers in control with the ability to open a new case, view cases they've previously opened, and monitor the status of their current open cases, all on your app.

Personalized

Connect with customers one-to-one at their point of need by seeing their issues and guiding them through resolution.

- **Engage** directly with customers with SOS two-way video chat.
- **Empower** customers by giving them the ability to point to exactly what the problem is with their camera or flashlight.
- **Pinpoint** answers by drawing right in the app, so agents can direct customers to the exact information they need faster.

Connected

Deliver a seamless service experience by connecting the entire customer journey on one platform with a unified SDK.

- **Customize** the service experience for every page of your site by delivering support options based on customer needs and company goals.
- **Unite** product and support into one experience that's richer for customers, and more rewarding for agents.

[1]http://help.desk.com/millennials-report-providing-customer-service-for-todays-consumers

Plug in to the power of Service Cloud Lightning with Snap-ins.

Service Cloud Lightning Snap-ins give you all the functionality of Service Cloud Lightning right in your app.
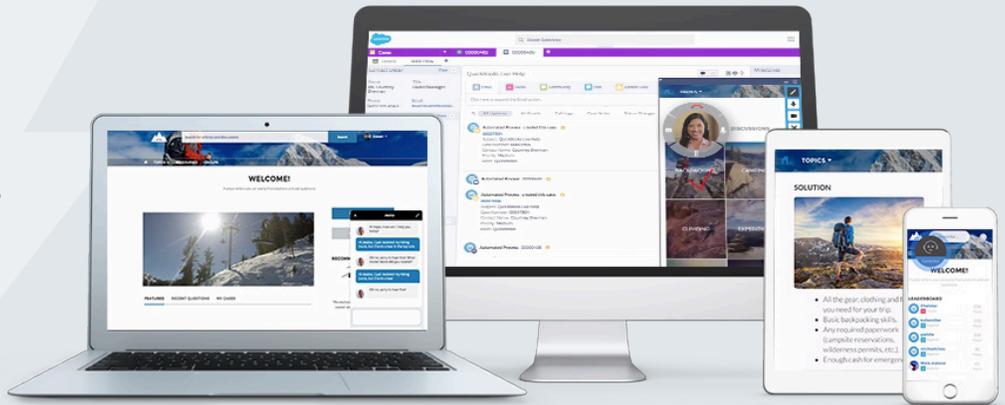
Knowledge

Integrate articles and FAQs directly into mobile, so customers can help themselves to information on the fly. Deliver contextually relevant knowledge in the app or your website with fast browsing and search. And give agents the power to turn internal knowledge articles into external FAQs, then share knowledge to any channel with just a click.

Chat

Initiate personalized live chat based on how a customer is engaging with your site—without ever leaving the web experience! Save the chat history so customers always have the information, and receive notifications in their browser whenever there's a new chat. Add pre-written responses to common questions so the service experience begins even before they engage with an agent. And seamlessly move from text chat to SOS video chat in an instant.

Case Management

Authenticate cases with saved information—no need to enter customer data more than once. Connect live chat with the complete customer profile. And track and manage all case interactions within the app experience, including configurable case publishing, case feed, and case list view.

SOS

Deliver a one-of-a-kind, personalized service experience your customers will love. With SOS video chat, customers can see and speak to an agent directly with one-way video chat, or have a two-way video chat. They can view your page and the agent at the same time and see the agent annotate relevant information on the screen, or they can use the camera or flashlight to point to exactly what they need to know. And it's available for both iOS and Android.

73% of customers want self-service in websites and apps.

61% of consumers have to use multiple channels to resolve a customer service issue.[2]

Get up and running in a snap.

The SDK is a complete package that makes it easy to drop features into your mobile app or web page. So you can customize features to deliver an amazing customer experience and extend your brand.

[2]Source: Northridge Group State of Customer Service Study June 2015