A 360-DEGREE VIEW OF YOUR CUSTOMER

Deliver deeper customer service insights

salesforce service cloud

Introduction

Imagine you've just called a support line, and the agent on the other end already knew who you were, knew the products you owned, and knew all of your previous interactions with the company – regardless of the channel on which you contacted them. What if the agent was able to quickly deliver the information you needed to resolve your issue, no painful back-and-forth necessary? This can become the reality for your customers if your service agents have the right tools and built-in intelligence.

Your customer service representatives are so much more than support agents – they're your brand ambassadors. Whether it's over the phone, in person, on the web, through email, or on social media, your customers expect a service experience that is smarter, more personalized, and requires minimal effort. Their satisfaction – and whether they take their business to your competitor – depends on it.

That's where Service Cloud comes in, empowering your agents with the tools and intelligence they need to deliver service that moves at the speed of your customers.

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Chapter 1

How Well Do You Know Your Customer?

The customer service landscape has changed dramatically. Twitter is the new email. Your customers expect you to deliver the right answer the first time, every time, on whichever channel they choose. Having to call a specific number to get a question answered, or being transferred to multiple departments before talking to the right person, is no longer acceptable.

Keeping up with your customers' expectations means more than just providing the right answers the first time. It also means delivering a personalized experience for each and every customer.

Personalization depends on knowing your customer – and in many cases, that's where companies large and small fall short. According to a Econsultancy study, four out of five U.S. consumers don't believe the average brand understands them as an individual.

The good news? Companies have access to more data about their customers than ever before, and consumers are willing to give brands greater access to this data in return for an improved customer experience. According to an Accenture study, 73 percent of consumers surveyed said they prefer do business with retailers who use personal information to make their shopping experience more relevant.

Keeping up with your customers' expectations means delivering a personalized experience for each and every customer.

In order for all this data to be useful in providing the service experience your customers are demanding, it must be easily accessible in the hands of your support agents, rather than locked away in a data silo.

The Service Cloud Advantage

Your agents won't always know the answer to every customer's question, but with Service Cloud, they have access to the tools and intelligence they need to provide smart, fast, personalized service to your customers in any channel.

Service Cloud is intuitively designed, meaning that when your agents are on a call with a customer, they don't have to waste time digging through multiple systems or alt+tabbing through multiple screens to find the right answer. Service Cloud provides a single, unified desktop that pushes customer information, relevant knowledge articles, similar cases, and topical experts so your agents have a full context of the question at hand and the best solution. When it comes to leveraging case history and customer data to deliver service for the connected world, Service Cloud does the heavy lifting for you.

And it doesn't stop with your agents. Service Cloud empowers companies with smart, mobile self-service capabilities, making it easy for your customers to help themselves 24/7 from any device. Providing your customers with access to knowledge and connecting them with each other in a self-service community ensures that your customers can get the answers they need quickly. This results in reduced support costs for your organization, while minimizing effort for your customers and enhancing their overall service experience.

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Unlocking the Intelligence of Your Entire Company

A complete customer view includes more than just support interactions with your customers. It also means creating a single customer view across every department: sales, service, marketing, IT, community, and more. Each of these departments plays a unique role in your company's success – which means each of these functions needs to be aligned around your company's most important stakeholder: the customer.

But aligning efforts across various functional areas within your organization is difficult when information is siloed and disparate systems restrict access to customer information. If your most important customer data is stored in multiple legacy systems that don't talk to each other, it's close to impossible to obtain a complete picture of the customer – let alone scale that view across your organization. Service Cloud solves that problem for you. With the power of the Salesforce platform, you can create an agile layer of engagement that unifies your data from any back-end system of record. Service Cloud provides a single, holistic view of each customer to anyone in your organization. It's not just about empowering your agents; your entire organization can glean insights from your customer interactions.

Your company produces a wealth of data. Isn't it time you started using all of it?

Imagine providing a salesperson visibility into customer case history to create a more personalized approach for growing an account.

Flexera Unified Its Support Under One Platform

Like many rapidly-growing software companies, Flexera Software had expanded its customer service capabilities over time – using different tools for different departments and divisions. Flexera needed a more complete view of its customers in order to provide premier support, but siloed information, stored in various systems of record, made this difficult. By unifying all of the customer service tools and information with Service Cloud, Flexera was able to gain a single view of their customer interactions using the Service Cloud platform that will scale as the company grows and evolves. Not only could Flexera's support agents be more productive with greater visibility into their customers' needs, but Flexera also increased customer satisfaction by delivering a premier level of support.

Personalized Service – It's Easier Than You Think

What makes Service Cloud so powerful is that it's not limited to data and functionality that already exist within your Salesforce CRM. Service Cloud takes data integration a step further, pulling in data from third-party, back-end systems you're already using, such as order entry or ERP. With Service Cloud's Agent Console, your agents are connected to all of this information. They can see personalized profiles, rich with social media history and purchase details, with each and every customer interaction. Agents can also view the customer's entire case history in the new compact case feed so they have the full context during every interaction. This empowers agents not only to deliver a more personalized experience, but also to better spot upsell and cross-sell opportunities.

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Customer Success is the New Customer Service

On a fundamental level, customer service is about something much simpler and much more important than first call resolution and net promoter scores: it's about making sure your customers are successful. And in today's hyperconnected world, customers value a satisfying experience more than product features or price. This means that in today's world, your brand and your products are only as good as the service – and experience – you provide.

Your service agents are on the front lines in the battle to ensure your customers' success. They assist customers day-to-day, they provide valuable feedback to the organization, and they identify opportunities to grow the relationship with your customers. When it comes to customer success, they are your superheroes.

That's why it's crucial to equip your agents with everything they need to deliver customer success in every interaction. You need to provide the tools and intelligence necessary to maximize their productivity and the context to deliver a personalized experience for every customer. Because when they do, they are not just delivering value to the customer, they are delivering value to the business.

Here at Salesforce, we're obsessed with customer success. Everything we do revolves around it. That's why we continue to invest in delivering innovation three times per year with Service Cloud – the customer service platform and system of engagement designed to deliver an effortless service experience

When it comes to customer success, your service agents are your superheroes.

for your customers and to make it easy for your agents to deliver that service.

In short, Service Cloud delivers happier customers with a lower cost to serve. Happier customers means greater customer loyalty. How much is loyalty worth? According to the White House Office of Consumer Affairs, a loyal customer is worth up to 10 times the amount of their first purchase.

Manage With Better Insights

Service Cloud doesn't just make your agents more productive; it provides increased visibility and makes managing your support organization easier than ever.

With Service Cloud, you can build powerful customized reports and comprehensive dashboards that show you the metrics you care about. Data can be easily configured by the business user, and dashboards are available natively on any mobile device. Whether you're across the office or across the country, managers have access to real-time analytics and can make decisions on the fly from any device. They can also receive notifications when metrics reach specific thresholds, so they're never out of touch with the support center and their agents.

By streamlining customer service processes and opening the door to more valuable insights through data, Salesforce customers yield an average of a 35 percent decrease in support costs.

Service Cloud doesn't just make your agents more productive – it makes managing your support organization easier than ever.

Conclusion

Delivering a level of service that not only meets your customer's expectations, but exceeds them, can seem daunting at first. But with the right tools at your disposal, you can unlock your customer data to gain a 360-degree view of each and every customer and provide smarter, more personalized interactions every time. Are you ready to transform the service experience for your agents and customers?

SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

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Delivering amazing customer service is at the heart of what it means to be a Customer Company and connect with your customers in entirely new ways.

34% Increase in customer retention

38% Decrease in case resolution times

39% Increase in agent productivity
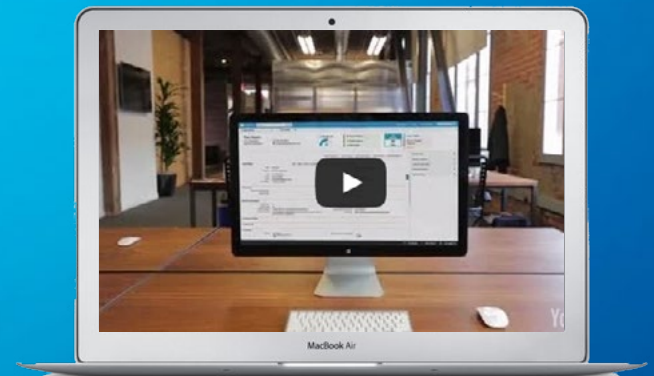
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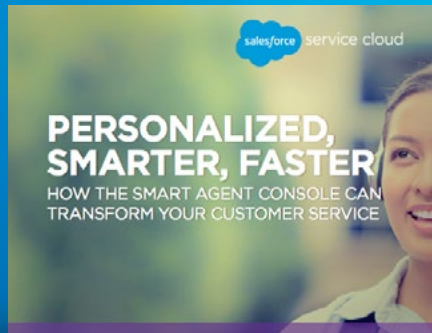
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