

The Salesforce logo, consisting of the word "salesforce" in a white, lowercase, sans-serif font, is positioned inside a blue, cloud-like shape in the top right corner of the image.

salesforce

The background of the image is a modern office interior with large glass windows and a polished floor. The scene is brightly lit, with reflections on the floor and a view of a snowy outdoor area through the windows. The overall color palette is dominated by blues and purples.

5 DREAMFORCE ANNOUNCEMENTS THAT WILL SHAPE SERVICE IN 2015

Introduction

SERVICE CLOUD1

The future of business success depends on whether companies can deliver customers an experience that meets their rising expectations in this new, hyperconnected world. With Salesforce Service Cloud1 – built on the Salesforce Customer Success Platform – any company can deliver a customer service experience that is more personalized, smarter, and faster than ever before, increasing customer satisfaction and creating brand advocates.

Customers are connecting with their products and with each other in brand-new ways, across mobile and social channels that are changing the way we do business. Does your company have the tools to deliver a connected, personalized customer service experience anytime, anywhere, on any device, and in every product?

Service Cloud1 allows you to deliver personalized, in-context service in any mobile app, and equips your agents and managers with the tools and intelligence necessary to deliver a world-class experience and empowers them to help themselves and each other. With Service Cloud1, any company can scale quickly; it can start delivering service faster and adapt quickly to its customers' ever-changing needs.

Salesforce has reimagined Service Cloud1 with usability in mind. The new product features have been designed to make it easy for every user in your company to deliver on the three pillars of amazing customer experience in this new, connected world: personalized service, smarter support, and faster connection. Service Cloud1 – the world's #1 service app, reimagined—enables any company to connect to its customers in a whole new way anytime, anywhere, and on any device.

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Chapter 1

PERSONALIZE YOUR SERVICE

The modern customer is more empowered, more informed, and has more options than ever before. It's not only harder than it has ever been to obtain customers, it's also harder than ever to keep them. This means customer service is no longer an afterthought. It is instead a key to business success. Customer service must not only meet customer expectations, but also exceed them.

Customers will no longer tolerate a disjointed service experience. It is every company's responsibility to provide customer service where, when and how the customer prefers to engage. In the age of big data, customers expect your agents to know who they are no matter when, where, or how they engage with your company. Customer service must be personalized and tailored to every customer.

Service Cloud1 enables you to deliver personalized service to every customer like never before. With Salesforce SOS for Apps, any company can connect with their customers 1:1 in any mobile app, providing an instant and contextual service experience anytime, anywhere.



SALESFORCE SOS FOR APPS

PERSONALIZED SERVICE

With Salesforce SOS for Apps, you can keep your service processes grounded in a personalized 1:1 customer experience within any mobile app. Agents are able to give contextual service within the app immediately, rather than spending time navigating through different systems to deliver results. Customers are connected directly to agents without needing to pick up the phone and make a call; they don't even need to exit the app to get the help they need.

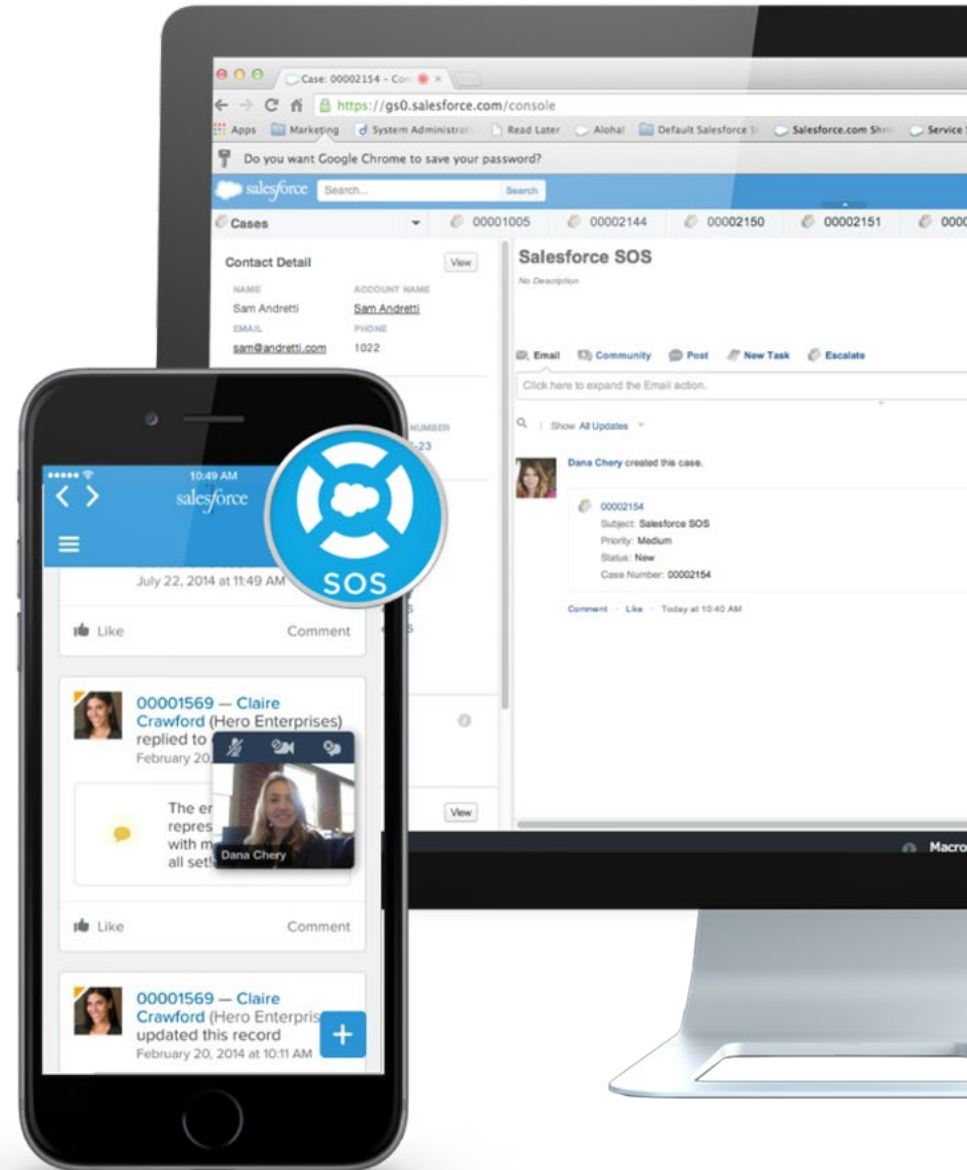
THE BEST CUSTOMER EXPERIENCE

EFFECTIVE

With Salesforce SOS for Apps, agents can connect 1:1 with customers to provide side-by-side guided assistance using live one-way video and on-screen annotation, ensuring that cases are solved quickly and effectively. This means customers will be more satisfied, faster — and will view your company in a more positive light.

CONSISTENT

SOS for Apps ensures that you're prepared to deliver the same level of service, regardless of whether your customers contact you via phone, on your support website, or within the app. Customers are often completely mobile and expect service to be easy and readily available with the swipe of a finger. SOS for Apps meets these expectations.



SELF-SERVICE & COMMUNITY TEMPLATES

PERSONALIZATION AT SCALE

Your customers are often an untapped resource when it comes to support. Self-Service & Community Templates make it easy for every company to deliver personalized service at scale. Any company can now quickly create Self-Service and Community pages that enable customers to find the answers they need quickly and from any device, due to built-in responsive page design. Communities provide a collaborative environment where your customers can tap into the best information and connect with peer experts—or even support agents when necessary — to quickly get the answers they need, ultimately reducing support costs and increasing customer satisfaction.

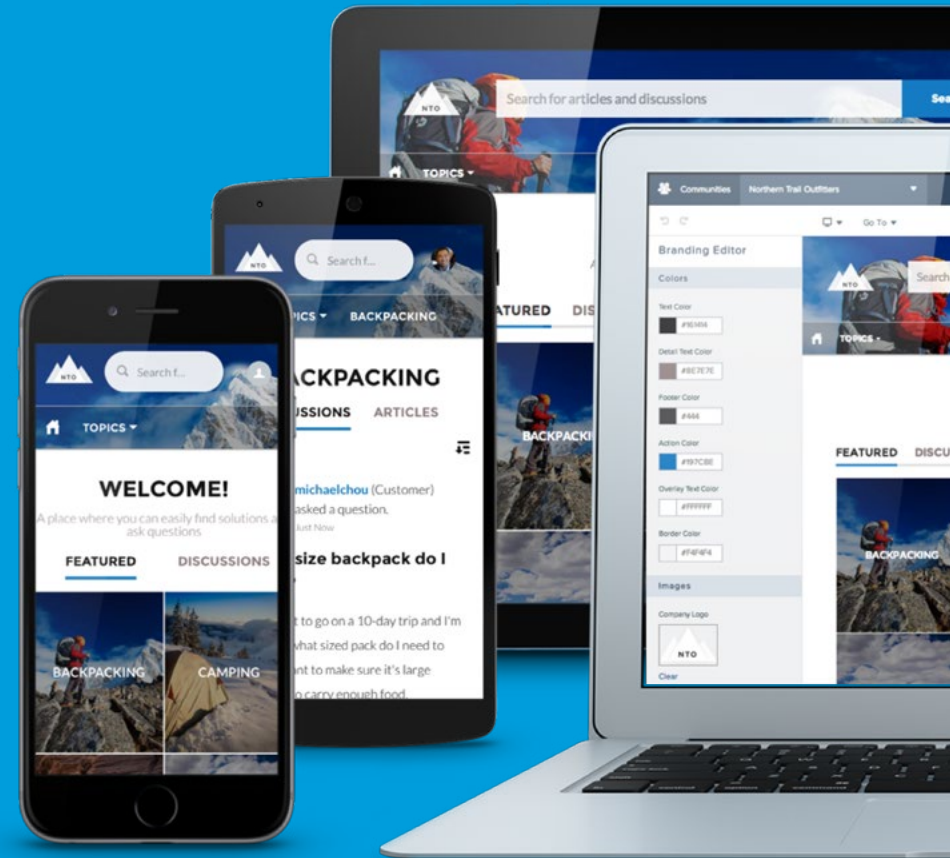
SELF-SERVICE MADE EASY

HELP CUSTOMERS HELP THEMSELVES

Self-Service & Community Templates allow any company to quickly create, brand and deploy self-service communities where customers can connect with information, apps and experts to quickly find answers to their questions. And because Communities are connected to your customer data, you can create workflow rules to automatically route unanswered questions to the right agents at the right time to deliver answers in context, ensuring a satisfying customer experience.

INCENTIVIZE ENGAGEMENT

Gamification can go a long way toward motivating customer behavior. Service Communities allow you to reward your top performers and motivate other community members to become more involved using tools like leader boards and badges. Shape the way your customers engage with your brand, your product, and each other.



Chapter 2

SMARTER SERVICE

The age of big data is upon us. Information is flooding into every industry, every company, and every department, especially customer service. Customers are providing billions of data points to companies each day, and in exchange they expect smarter, faster, and more personalized service.

As companies develop increasingly sophisticated ways to leverage the vast volume of data collected about their customers, they also need to develop smarter ways to put this information to use. Service agents should head into every case armed with all the knowledge they need not only to resolve the case for the customer, but do it efficiently, intelligently, and with a personal touch.

Service Cloud1 puts all the tools you need in one place. From the Smart Agent Console to the new Analytics Cloud for Service, Service Cloud1 doesn't just take your service to the cutting edge — it puts you way out front.



SMART AGENT CONSOLE

INTELLIGENT SERVICE

Gone are the days of the anonymous complaint — and that's a good thing. Agents now have the tools to view complete case history and gather background on customers, enabling agents to be smarter about — and far more helpful toward — the customers they're assisting. A new, sleek user interface pushes dynamic content to agents around known issues, highlights the resources most often used to resolve cases faster and streamlines access to data, making agents smarter and more productive than ever before.

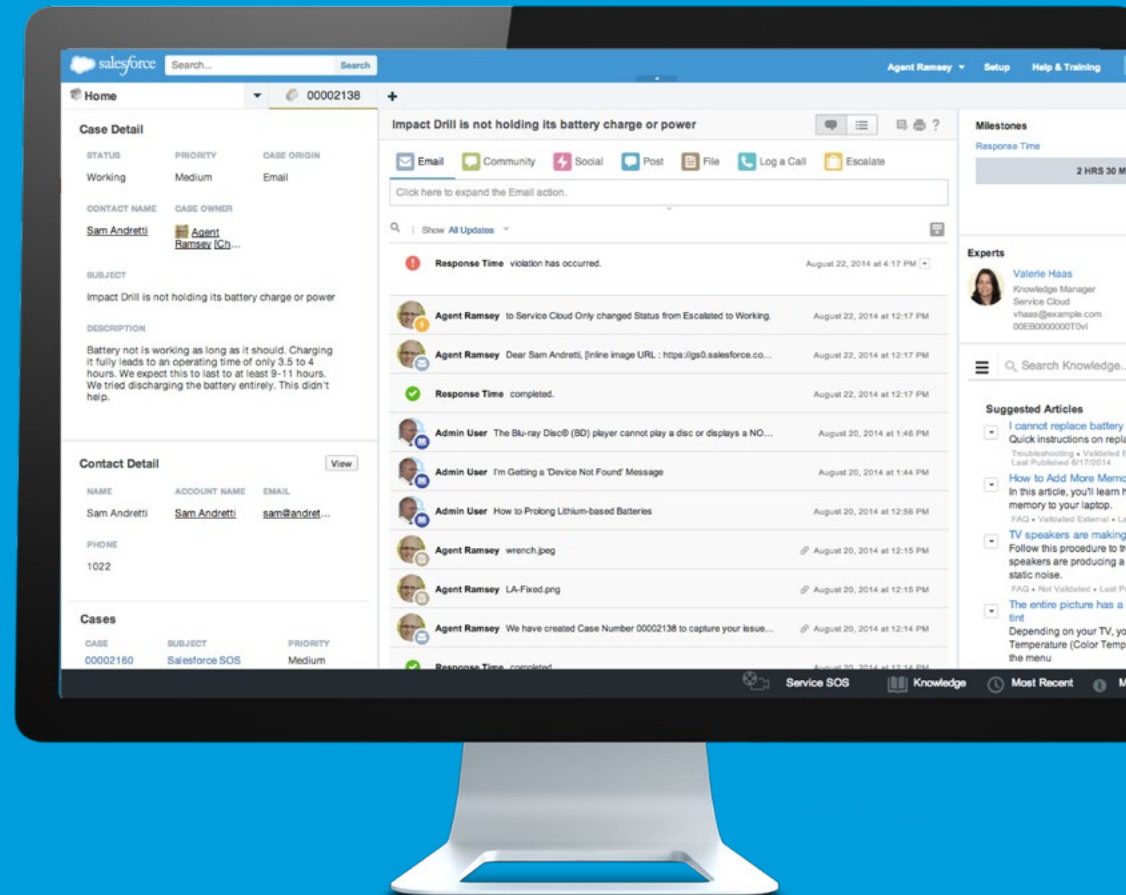
THE RIGHT APPROACH

FEED FIRST

A new compact feed allows agents to create, view, and manage cases without sifting through unnecessary information; with Smart Agent Console, everyone on your team can do more with less. Plus, a next-gen search engine enables your agents to put customers on hold less frequently and resolve issues faster.

FAST AND EASY

Social media and mobile devices are redefining customer service and raising expectations. Your customers expect your agents to know the answer, or be able to obtain it quickly. The Smart Agent Console gives your agents the tools to do just that, eliminating time-consuming searches and endless digging through disconnected databases to find information.



ANALYTICS CLOUD FOR SERVICE

UNDERSTAND YOUR CUSTOMERS DEEPLY

Your service agents are on the front lines dealing directly with customers daily, but in order to deliver a truly engaging customer experience, your service managers need deeper insights into your customer data. Not just case data – your managers need insights from all service data sources, like CTI data, workforce management data, HR systems data, or Field Service data. Analytics Cloud for Service integrates all of your service data from any source onto a single platform, enabling any business user to gain deeper service insights, view results from any mobile device, and make key business decisions faster than ever before.

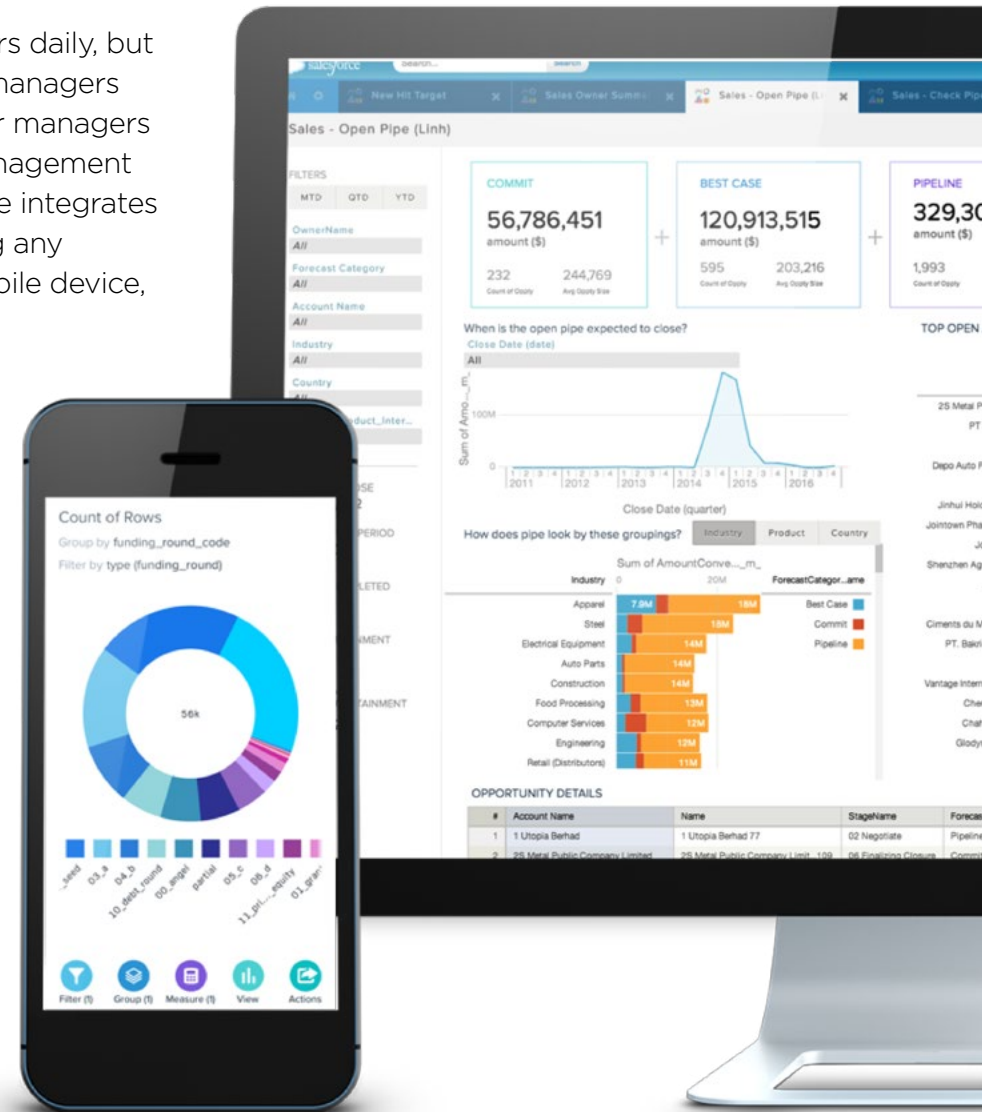
PUT YOUR DATA TO WORK

ACTIONABLE

When it comes to service performance, it is not only difficult to analyze data from multiple, disconnected systems, but it is also difficult to find the time and expertise to sort through massive data sets to find the insights you really need. Service Analytics makes this easy with robust filtering options and a visual interface that make it easier to identify what's working and where you need to improve.

MOBILE

While most customer service still takes place in an office setting, your managers, field reps, and product experts need to be able to access key metrics and assess performance from anywhere. Now they can, with the power of Analytics Cloud, delivered directly to the palm of their hand.



Chapter 3

FASTER SERVICE

Technology has dramatically accelerated the pace of business. From your sales and marketing, to the purchase process and service, customers expect their experience to be optimized and streamlined. The modern consumer is no longer content to wait days for an issue to be resolved; instead, today's customers have been trained to expect easy and instant customer service experiences.

The most successful businesses turn to service tools that not only allow them to respond to customers quickly, but also are easy to deploy, use, and scale on the back end. This means less time spent on administrative work and more time spent delighting customers.

Companies of all sizes can now enjoy this speed and flexibility with Desk1 — the same Desk.com product you know and love, only better. Get up and running overnight. Always have the information you need for each case, and scale to Service Cloud1 when you're ready with seamless integration.



DESK1: START FASTER

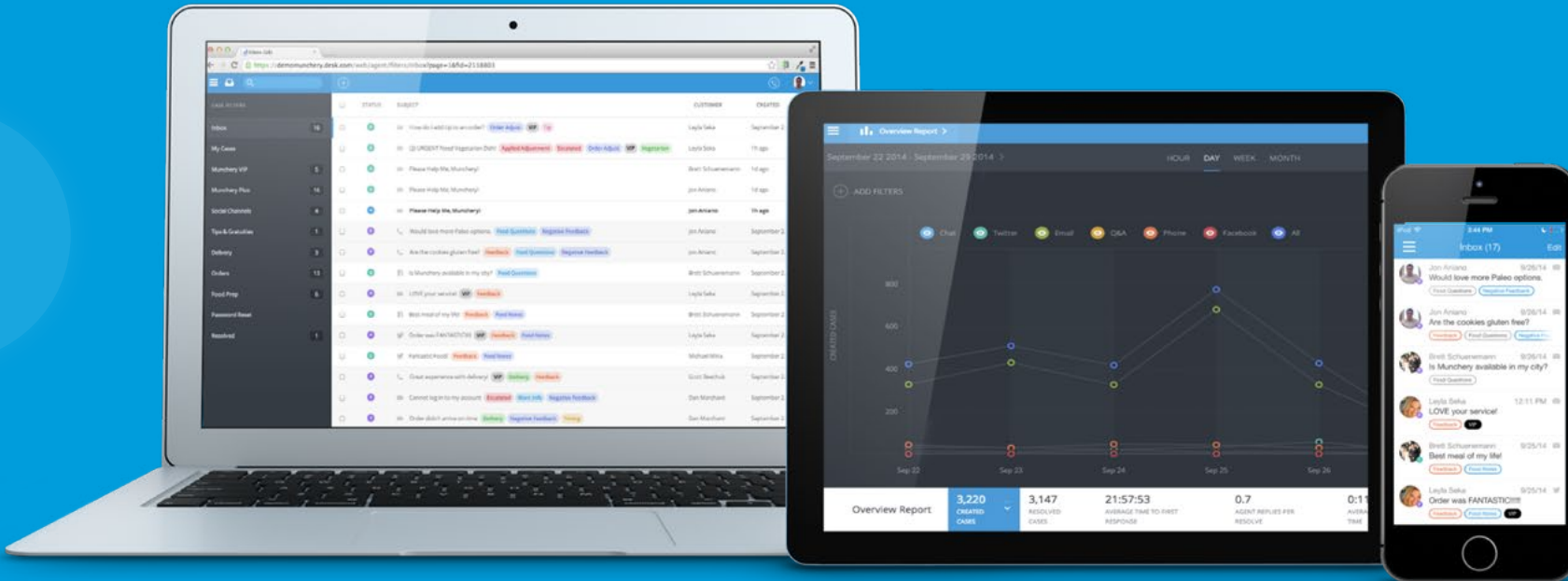
As a small business or a startup, things happen fast — really fast. You need a service platform that can get up and running quickly, engage your customers on all channels, and be able to grow when you do.

UP AND RUNNING OVERNIGHT

Desk1, the all-in-one customer service app from Desk.com, gets you started with a customer service engine in just one day. With Desk Connect to Salesforce, data from support cases are seamlessly synced; everyone can get a real-time update on all the relevant details about a customer. It doesn't matter if you're a sales rep or a service agent; anyone working inside Salesforce can see the updates and information they need to deliver personalized service.

SCALE WITH EASE

Desk1 is the perfect solution for a small business, but when your business begins to grow, your service can grow with it. Growing businesses have an easy path to Service Cloud1 from Desk1 with Desk Connect. Using the customizable capabilities of Service Cloud, you can simply build upon what you already have with Desk1. Because, with Salesforce, it's all built on the Salesforce1 Platform — with the same Salesforce reputation for quality, speed, and security. There are no growing pains that happen when replacing an older system: Desk1 and Service Cloud1 integrate seamlessly.





CONCLUSION

Customer experience is a crucial part of any business, regardless of size or industry. In fact, it has become the #1 decision factor for customers in this connected world, ahead of price and product features. As customers' expectations continue to grow, Service Cloud1, built on the Salesforce Customer Success Platform, equips your entire service organization with the tools and intelligence it needs to deliver an amazing customer experience with ease.

Visit Service Cloud at www.salesforce.com to start providing your customers with more personalized, smarter, and faster service.

SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

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.

40% Increase in customer satisfaction

38% Decrease in case resolution times

39% Increase in agent productivity



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THE CUSTOMER SUCCESS PLATFORM