



salesforce



# 6 SECRETS OF SUCCESSFUL SALESFORCE CUSTOMERS

Did you know that as a Salesforce customer you automatically have access to basic tools and support to help you get started? We call it the Standard Success plan, and it comes free with every license.

But Standard Success isn't always enough for those customers looking to get more out of their Salesforce investment. That's why we offer Premier Success plans, which have helped many of our most successful customers see an 80% higher return on their Salesforce investment.

So what is it about our Premier and Premier+ Success plans that help customers maximize ROI and drive adoption? Read on to discover six ways top companies use Premier Success plans to take their Salesforce investment to the next level — and how you can, too.

**ON AVERAGE, OUR PREMIER  
SUCCESS CUSTOMERS SEE:**

77% faster deployment

52% increase in user adoption

64% faster configuration

53% increase in forecast accuracy

41% increase in sales productivity





# 1

## Increase adoption with success resources and programs.

If you're going beyond basic Salesforce functionality, you need anytime access to expert advice. With Premier Success resources, programs, and communities, you can learn strategies and best practices for topics like Salesforce user adoption and release planning. Plus, you can get direct help from our community of Salesforce experts and partners.

**Tip:** Leverage our adoption programs and resources to accelerate your users' Salesforce adoption. Success Managers also provide personalized recommendations and best practices to ensure your success.

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“With the online training in Premier+ Success, we've achieved 95% user adoption.”

– Karen Reffitt, Director of CRM, Williams Scotsman

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# 2

## Train all your users, no matter their role.

Having a well-trained user base is one of the most important factors in a successful implementation. Premier Success provides unlimited access to over 130 self-paced, online courses in the Premier Library. And because much of our training content is customizable for your own business needs, you can save hours on curriculum development.

**Tip:** Use role-based learning paths to identify the right courses for all your Salesforce users, including administrators, end users, developers, and implementation experts.

# 3

## Get fast response times with 24x7 support.

Most customers need a faster response time than the two days provided with the Standard Success plan. Premier Success gives you 24x7 global support, accessible by phone, chat, or the Help & Training portal. With a one-hour initial response for critical issues and priority access to our most skilled resources, you'll have the support you need, when you need it.

**Tip:** Each Premier account is provided with a passcode, found in the Help & Training portal. Enter it when you call support and you will be routed to a Premier Success agent for a faster response time.

# 4

## Build custom apps faster.

Have an issue with your custom Visualforce pages? Want help building custom apps faster? Use our Developer Support team. Not only does Developer Support provide best practices for Apex code, Visualforce pages, and API, our team can also troubleshoot Salesforce error messages and performance issues. Plus, we can review up to 200 lines of code.

**Tip:** Develop apps faster with Premier Developer Support. Our agents can look in your developer org or sandbox, identify the issue, and troubleshoot any error messages for you.

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“Premier+ and the Developer Support team saved me 10 hours just yesterday. Even in research and development, they save us weeks worth of work.”

– Alex Correa, Salesforce Administrator, Shutterstock, Inc.

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## 5 | Outsource repetitive admin tasks.

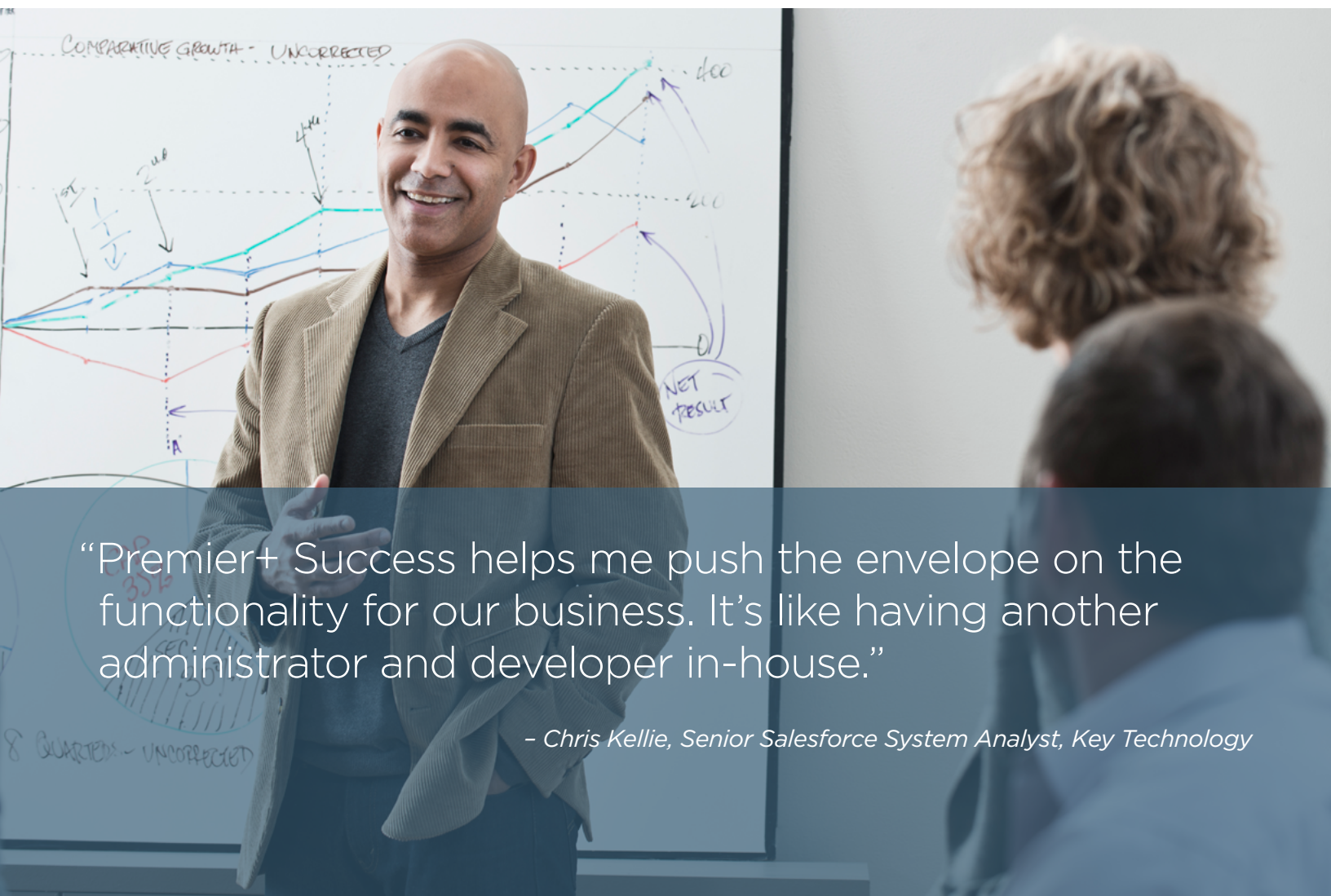
By outsourcing your Salesforce administrator's time-consuming, everyday tasks, you can boost admin capacity by 20% and free your team to focus on strategic projects. Configuration Services, available with Premier+ Success, enable you to offload 150+ different administrative tasks, including creating reports and dashboards, mass updating records, and creating and updating users.

**Tip:** Configuration Services is best used for repeatable admin tasks, so rely on it as a resource for redundant tasks in large projects.

## 6 | Get fast access to Salesforce experts.

Premier Success plans also give you access to Premier Points, which can be redeemed for Accelerators — targeted service engagements designed to address specific areas of your Salesforce deployment and achieve business results. Accelerators connect you with a Salesforce Specialist who can help assess your implementation, add new functionality, improve processes, and create new business value.

**Tip:** Work with your Success Manager to select and prioritize Accelerators, and ensure that you use your Premier Points before they expire.



“Premier+ Success helps me push the envelope on the functionality for our business. It’s like having another administrator and developer in-house.”

– Chris Kellie, Senior Salesforce System Analyst, Key Technology



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