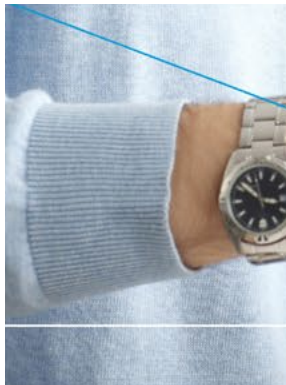salesforce service cloud

6 STEPS | TO DELIVER A COMPLETE SERVICE EXPERIENCE

YOU CAN DELIVER THE EXCEPTIONAL SERVICE CUSTOMERS EXPECT.

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. Here are the 6 essential steps to delivering a complete customer service experience.
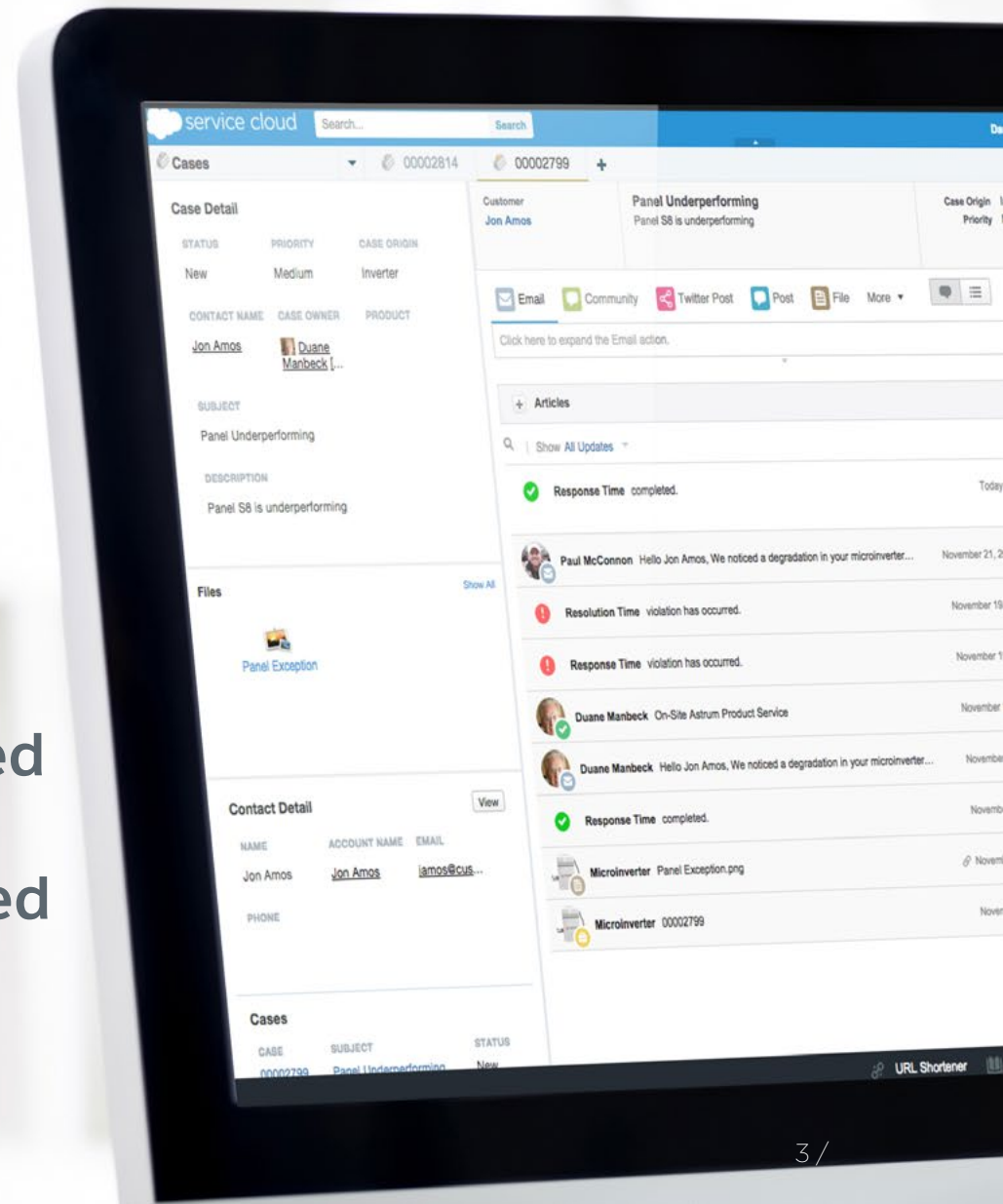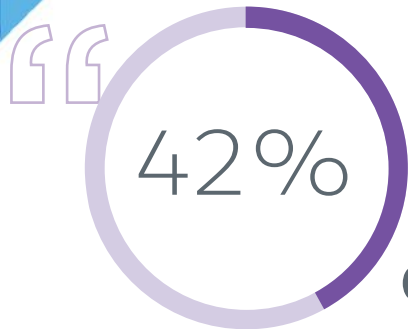
№1

Break Down Silos

A complete customer view means creating a 360-degree picture across every department: sales, service, marketing, IT, community, and more. But aligning efforts across various functional areas within your organization is difficult when information is siloed. With the power of the Salesforce platform, you can create an agile layer of engagement that unifies your data from any back-end system and provide a single, holistic view of each customer to anyone in your organization.

" 73%

of consumers surveyed said they prefer do business with retailers who personalized their shopping experience. "

Accenture

№ 2

Integrate Third-Party Data

Service Cloud also 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 instantly. They can see personalized profiles, rich with social media history and purchase details. 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.

"42% of service agents are unable to efficiently resolve customer issues due to disconnected systems."

Forrester

№ 3

Anticipate Changing Customer Expectations

Keeping up with your customers' expectations means delivering a personalized experience for each and every customer. Unfortunately, in many cases, this is where companies large and small fall short. 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.

"

40%

of consumers surveyed said "Better Human Service" was their most desired service improvement. "

Genesys Global Survey, 2009

№ 4

Enable Your Support Team with the Right Tools

Your service agents are on the front lines in the battle to ensure your customers' success. 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.

Service Cloud is also 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 multiple screens to find the right answer. Service Cloud provides a single, unified desktop with 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.

> **"Service Cloud users saw, on average, a 39% increase in agent productivity."**

Salesforce Customer Relationship Survey, 2015

№ 5

Make Data-Driven Decisions

With Service Cloud, you can build powerful customized reports and comprehensive dashboards that show you the metrics you care about. Whether you're across the office or across the country, managers have visibility into 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.

" 70% of buying experiences are based on how the customer feels they are being treated. **"**

Touch Agency

# № 6

Empower Your Customers

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.

> **"Service Cloud users saw, on average, a 34% increase in customer retention."**

Salesforce Customer Relationship Survey, 2015
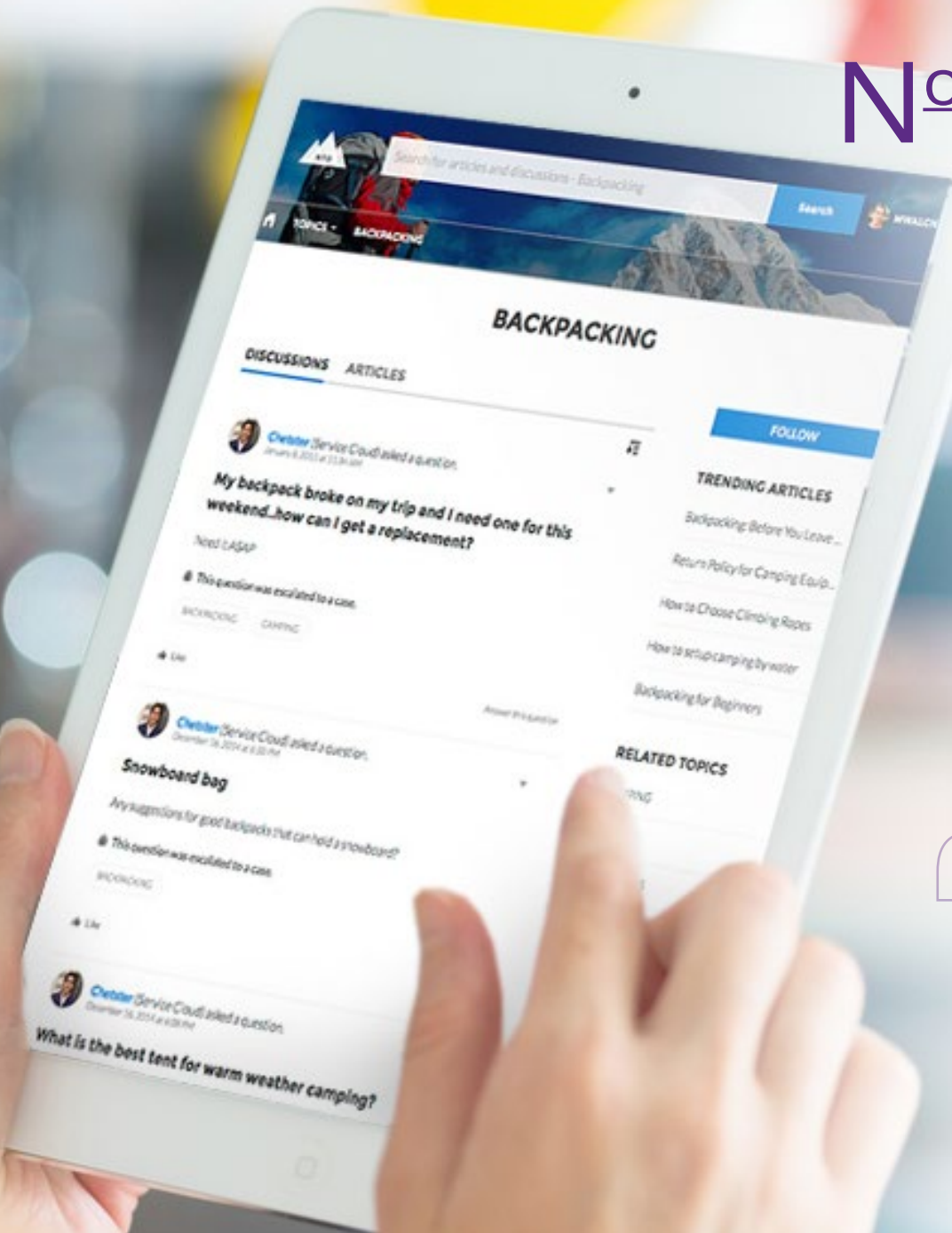
SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

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?

Learn more ›

34% Increase in customer retention

38% Decrease in case resolution times

39% Increase in agent productivity

salesforce service cloud

Resources you might also like:
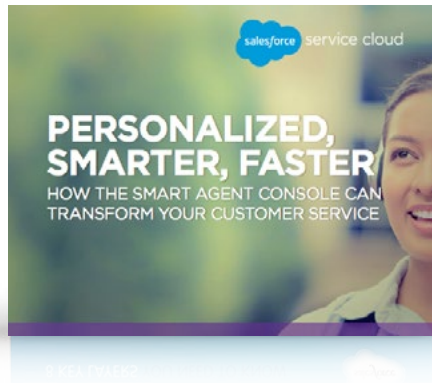
How the Smart Agent Console Can Transform Your Customer Service

DOWNLOAD

5 Dreamforce Announcements That Will Shape Service in 2015

DOWNLOAD

See Service Cloud in action

Watch Now ›

Find even more helpful Service & CRM content.
Visit the Service Cloud Resource Center.

CHECK IT OUT

THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS