



6 WAYS TO Connect Your Entire Business Around the Customer

salesforce

THE CUSTOMER SUCCESS PLATFORM

Build Your Business Around Customer Success

The definition of a successful business today is one that puts the customer at the center of the entire company. But how can you make sure your customers are successful when every team in your company -- marketing, sales, and service -- has a different view of the customer? The end result is that your business is splintered. Too many independent visions and working strategies will keep you from getting closer to your customers and your ultimate goal: Customer success.

A customer success platform will help you break down those departmental walls separating partners, employees, products, services and apps so you can integrate your teams and work toward the same goal. In this e-book, we detail six ways to connect every aspect of your business around the customer and why you need to start now.

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Chapter 1

Smarter Sales

Sales reps are thought of as the face of your company, the personality people who have the closest connection to prospects and customers. But if you're looking to establish a deeper relationship with your customers, then you need to reimagine your core business teams and how they work together – or don't.

In other words, it's time to start weaving all your teams into a single web of customer experiences.

For starters, your sales and service reps should be operating as one team. They're both frontlines to your customers. The products your sales reps are pitching to customers are only as good as the customer service that comes with it. If you link up your sales and service teams onto a singular platform, your customer will be much happier -- and here's why: Your support agents will know everything about a customer before they call for help. Likewise, your sales reps will be informed on a customer's specific issue while on calls with them. This cuts through a lot of process and puts the customer on a direct path toward success.

But you shouldn't stop there. You should start thinking of your marketing and sales teams as a power couple with savvy communication skills. Marketers can prep prospects all they want, but unless sales reps have a deeper understanding of each prospect and every marketing email or campaign they've interacted with, converting them into customers is going to be that much harder. It's best to align both departments so that sales reps automatically know the best way to follow up with each prospect – which promotions to offer or which e-book to send.

The end result: A happy customer. And remember, a happy customer is a successful customer.



“Everyone needs to have the customer in the center of everything they do.”

–Ulrik Nehammer, CEO

Coca-Cola Germany

Click here to see how Coca-Cola Germany is 100% connected to its customers.

Chapter 2

Service Everywhere

With customers spending so much time in apps, your service team should be right there with them, helping to solve problems in real time. They should be able to quickly help your users get the most out of your apps. This ubiquitous service will give you get a deeper understanding of each customer and what they need to thrive.

Customers use social media and apps as a way to communicate with a business; they turn to Twitter to gripe about what's not working or leave (hopefully) 4-star reviews on Yelp whenever they feel pleased with how your business has helped them. But what are you doing with all those complaints and compliments? Why not leverage them to improve your own business practices and products? Create a strong communication conduit between your customer service team and marketers. Your service reps could relay plenty of that information coming from these social media outlets which marketers in turn could use for content creation, new marketing campaigns, or customer stories. What's more, customer service can communicate relevant marketing-initiated deals and offers to customers who could use those deals to drive their own personal and business success.

Consider this: In a recent survey of businesses, 61 percent said their customers' tweets for help are not automatically routed to their service teams. What's more, 70 percent said customers cannot video chat with a service agent directly from their mobile app. Once you automate these connections and use the feedback to inform your marketing, you'll be winning over a lot more customers.

Your marketing and service departments shouldn't be playing on separate teams, they should be teammates on their way to winning.



“61 percent said their customers' tweets for help are not automatically routed to their service teams.”

Chapter 3

1-to-1 Marketing

The customer journey has become more sophisticated, evolving in a way that marketers can no longer rely on one single channel to hit a prospect or customer. They need to tap into every single channel customers are using.

Especially apps.

Don't wait any longer to arm your marketing team with cutting-edge technology or the latest apps. Smartphone users spend 7 out of every 8 mobile minutes using apps, which means you should make this one of your most critical marketing touchpoints. Every time your customer takes an action in your app, you have an opportunity to take them on a journey. What should the customer do next? Is there an offer that's perfect for someone who's engaged with your app three times? By connecting marketing with your apps you can create unique and amazing experiences for your customers that lead to more sales opportunities and happier customers.

In a recent survey, some 63 percent of business leaders said they were not personalizing their marketing campaigns and emails based on each action the customer was taking with their mobile app. That means those companies have marketing teams unable to connect apps, products, and communications to help them create unique experiences for each customer. Ultimately, marketing teams need a variety of tools to nurture customers in such a way that they will become hardcore fans of your product or service.



Click here
to see how
Zero Motorcycles is
transforming customer
experiences at full
throttle.

“When someone sees an ad, we can track that person through the entire customer journey and refine our advertising to be more competitive”

– Chris Heimback, Director of Marketing



Chapter 4

Cultivating Customer Communities

Remember in the last chapter when we said the customer journey has become more sophisticated? This is what we're talking about: One of the many things customers want now is 1-1 experiences with businesses. That's a tall order for any growing business. Yet you want to make sure you are able to give your customers the time and attention they need. So now what?

You cultivate a self-service community.

It's just like it sounds -- a community where customers can help themselves and each other solve problems. About 57 percent of businesses surveyed recently said they did not offer a self-service community for their customers to solve their issues together. When customers have the ability to answer their own questions and concerns, that means fewer calls, emails, and tweets bogging down your customer service department. More importantly, it means your customers get their needs met in a timely and efficient way. It sounds utopic, right?

And if you create a thriving community, you can help your sales team and channel partners to sell more. Your community group may consist of some very thoughtful partners who could help tell your company story. But businesses aren't using communities enough. We recently surveyed more than 2,000 businesses of which only 1,035 said their sales teams and partner communities are in a position to collaborate to close deals faster. Creating partner communities reduces friction and increases communication and transparency between your teams -- all things you need to make sure good leads don't go cold.



Community

Click here
to see how
Direct Energy Solar
is building a business
that revolves around
customers.

*"We want to make sure people
across the customer experience
are talking to each other."*

—Vadim Polikov, CEO and Co-Founder



Chapter 5

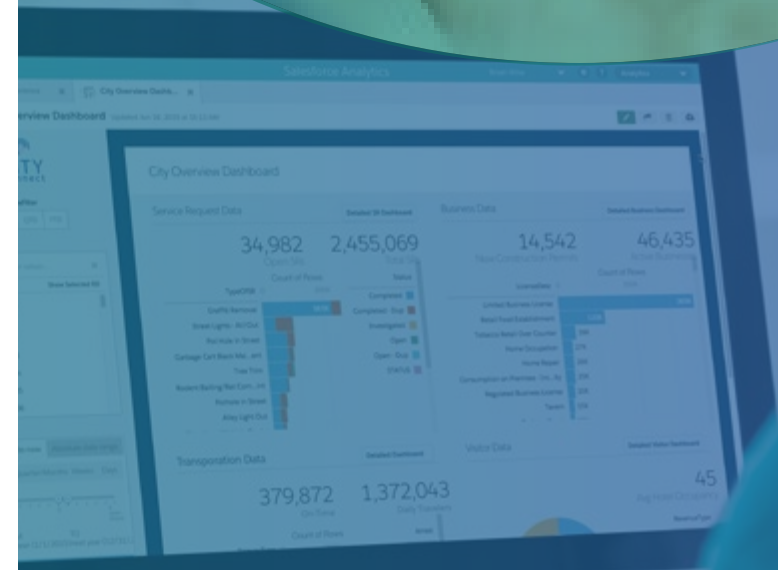
Analytics for Everyone

As one Salesforce customer [recently told us](#): “You can’t constantly be looking backwards to see where you’re going.” One of the newest and most cutting-edge tools that’s rerouting many business practices is insights. Marketers can market, and sales reps can sell all they want, but unless your company is rooted in real-time customer insights, then you’re going to fall behind the market. In a recent survey of business leaders, 38 percent of them said their sales reps were using analytics from their phones while in the field. At the same time, those executives said that analytics would be a top priority for their company this year -- more than any other technology, including mobile, cloud, and social. There’s good reason for that: Informed business decisions yields more sales and prosperous customers.

For instance, sales reps can use real-time analytics (on their phone) to see a variety of data right in the field, including which products have shorter sales cycles and which products are gaining traction each quarter; they can also analyze what models are driving behavior. These type of insights, ones that allow employees to have a [360-view of your business](#), are imperative if you want every employee to make smarter decisions that will drive business and lead to customer success.



“In a recent survey of business leaders, 38 percent of them said their sales reps were using analytics from their phones while in the field.”



Chapter 6

More Apps, Faster

Don't underestimate the power of an app. Sure, they're there to make sure you get enough sleep and burn enough calories in a day. But they're also there to help drive business in this hyperconnected world. Unfortunately, businesses have not taken advantage of apps – and all the ways in which they can connect to customers.

There's an app revolution exploding around us. Haven't you noticed that your customers and employees are spending most of their time using apps? That's why your customers need your apps to help them quickly and easily interact with your products and services. And you need a platform that can build these apps as fast as your teams can dream them up.

Your employees need customized apps, too. According to a new Salesforce survey, 67 percent of sales reps said they do not have a branded mobile app to deliver quotes and customer presentations in the field. That needs to change if you want to drive your business forward. Sales reps interface with your customers every day and need apps, ones that help increase productivity and competitiveness to help your customers.



“We are only limited by our own ideas, not technology anymore.”

–Kai Uhlemann, Head of Mobile

Coca-Cola Germany

Click here to see how Coca-Cola Germany is 100% connected to its customers.

Conclusion

Personalized marketing, smart sales, and always-on customer service are all imperative to running a thriving business. But it's the success of each one of your customers that will set your business apart in the market. If your customer finds that they're prospering by using your product and service, then you can bet your own business will start to boom.



SUCCEED WITH YOUR CUSTOMERS IN A WHOLE NEW WAY.

Learn how you can sell, service, market, collaborate, know your customers, and build apps on a single platform.

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