



QUICK PEEK

How Salesforce does customer service.



Salesforce isn't just a CRM solution that helps you close more deals. With Service Cloud from Salesforce, you can deliver smarter, faster, more personalized customer service. From providing an effortless customer experience through self-service, to driving agent productivity with multichannel support, Service Cloud helps you exceed customer expectations. Anytime. Anywhere.

[To get started, read on.](#)

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Great customer service is all about delivering an outstanding customer experience. Service Cloud provides you a platform of connected tools to ensure you're delivering the best possible customer service experience to every customer, every time.

Customer Service Starts with the Customer



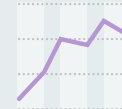
Self-Service with Communities

Many customers today want to be able to find answers to their questions themselves. So in many cases, the best customer experience begins with helping customers help themselves. Communities provide a place where customers can search a knowledge base for answers, collaborate with other users, and even contact members of your team, all from a branded community experience that's connected back to your service team.



Smart Agent Console

When customers reach out with questions, your customer service team has the answers. The Salesforce Console for Service puts all the tools your agents need to quickly and efficiently resolve customer questions, with access to experts, knowledge, and productivity shortcuts, right at their fingertips. Agents are empowered to anticipate customer needs with a 360-degree view of the customer, pulling in sales, marketing, and other customer activities through the power of Salesforce.

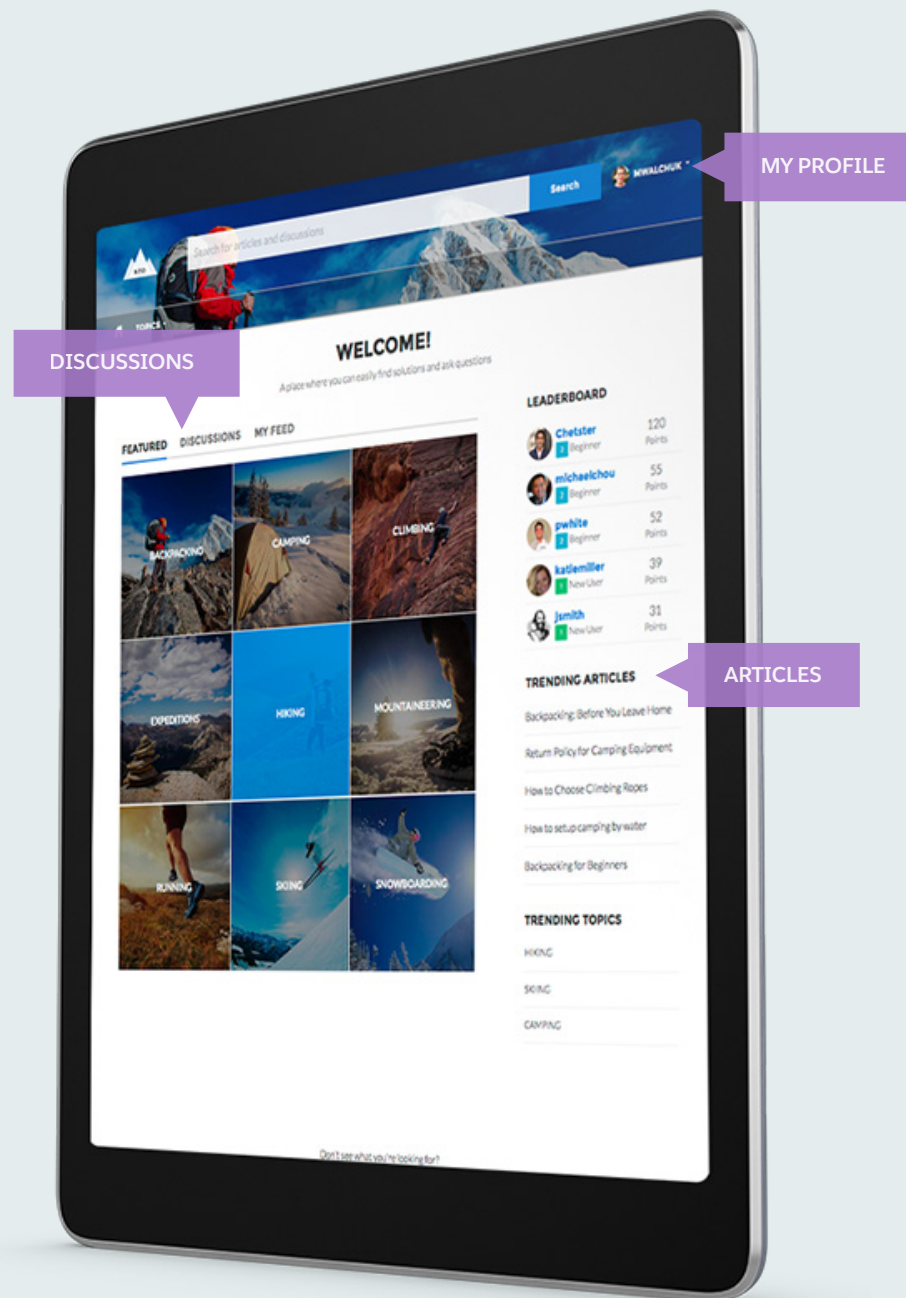



Reports and Dashboards


If you can't measure it, you can't manage it. With customizable reports and dashboards, you can track all the metrics and key performance indicators that are important to your business. Know which teams are performing best, which channels need more resources, and identify additional areas for improvement, to make sure your customer service operation – and your business as a whole – is running as smoothly as possible.


Help Customers Help Themselves

Communities for Service is where your customers can tap into the best information, connect with peer experts, or even contact support agents to get the answers they need. A feature of Service Cloud, the highly customizable communities allow you to fully brand the customer experience on any device, helping customers find answers faster and freeing up your agents to focus on more complex issues.





Search



TOPICS ▾
CAMPING

CAMPING

DISCUSSIONS
ARTICLES

ARTICLES

Add text, images, or even videos to your articles to give customers the solutions they're looking for.

Return Policy for Camping Equipment

To return a tent or other large gear, just come to the customer service desk in one of our conveniently located stores. We'll be happy to give you store credit to replace your gear.

114 Views • Feb 15, 2015 • FAQ

How to Choose Climbing Ropes

You could say that rope or 550 cord is the backbone of a campsite. It goes into everything from tents and shelters to cooking tripods and furniture. One of the best ideas I've seen in a long time is a "rope kit" – an organized collection of pre-cut ropes. Here's how to put one together.

15037 Views • Dec 20, 2014 • FAQ

Backpacking: Before You Leave Home

Backpacking requires a fair amount of planning to be successful. Before you leave home, make sure you have the following:

82696 Views • Aug 31, 2014 • FAQ

Backpacking for Beginners

First-time backpacker? Basic tips can go a long way to ensuring you and your group have a great time.

22 Views • Aug 31, 2014 • FAQ

How to set up camping by water

This article provides step by step descriptions and considerations

35 Views • Aug 31, 2014 • FAQ

How to Choose Running Shoes

Looking for the perfect running shoe to go on a run while you're camping? There are a number of options that are both comfortable and functional.

9 Views • Aug 31, 2014 • FAQ

Kids and Hiking

FOLLOW

TRENDING ARTICLES

- Backpacking: Before You Leave Home
- How to Choose Climbing Ropes
- Return Policy for Camping Equipment
- How to Choose Running Shoes
- How to set up camping by water

RELATED TOPICS

- BACKPACKING
- HIKING
- EXPEDITIONS
- CLIMBING
- MOUNTAINEERING

RELATED TOPICS

Customers can easily find all the information related to their questions.

Articles

Create knowledge articles and organize them into different topics so that customers can find the answers they need, quickly.



HELP CUSTOMERS HELP THEMSELVES

Discussions

The collaborative nature of the community means that members can contribute and crowdsource answers. Customers get the best answers to their questions, while providing you with more insights about what's important to them.



HELP CUSTOMERS HELP THEMSELVES

My Profile

Customers can create their own profile on your community – allowing you to provide a personalized experience for every customer – as they engage in any business transactions you choose to expose on your site.

mwalchuk

Name: Matt Walchuk
Title: Expert Camper

Manager
Company Name
About Me
KCS Coach
KCS Role
Email: mwalmuk@salesforce.com
Phone
Cell
Fax
Address

1 New User
10 points

Receive email notifications ☐

CUSTOMER PROFILE
Customers can manage their personal information and update their contact info.

CASES
Customers can track the progress of their own cases so they're always up to date with the most current status.

ACTIVITY **CASES**

MY CASES [Create Case](#)

Want to extend warranty

Case Number:
00001378

Status:
New

With Image

Case Number:
00003178

Status:
New

Will the x5 connect on bluetooth?

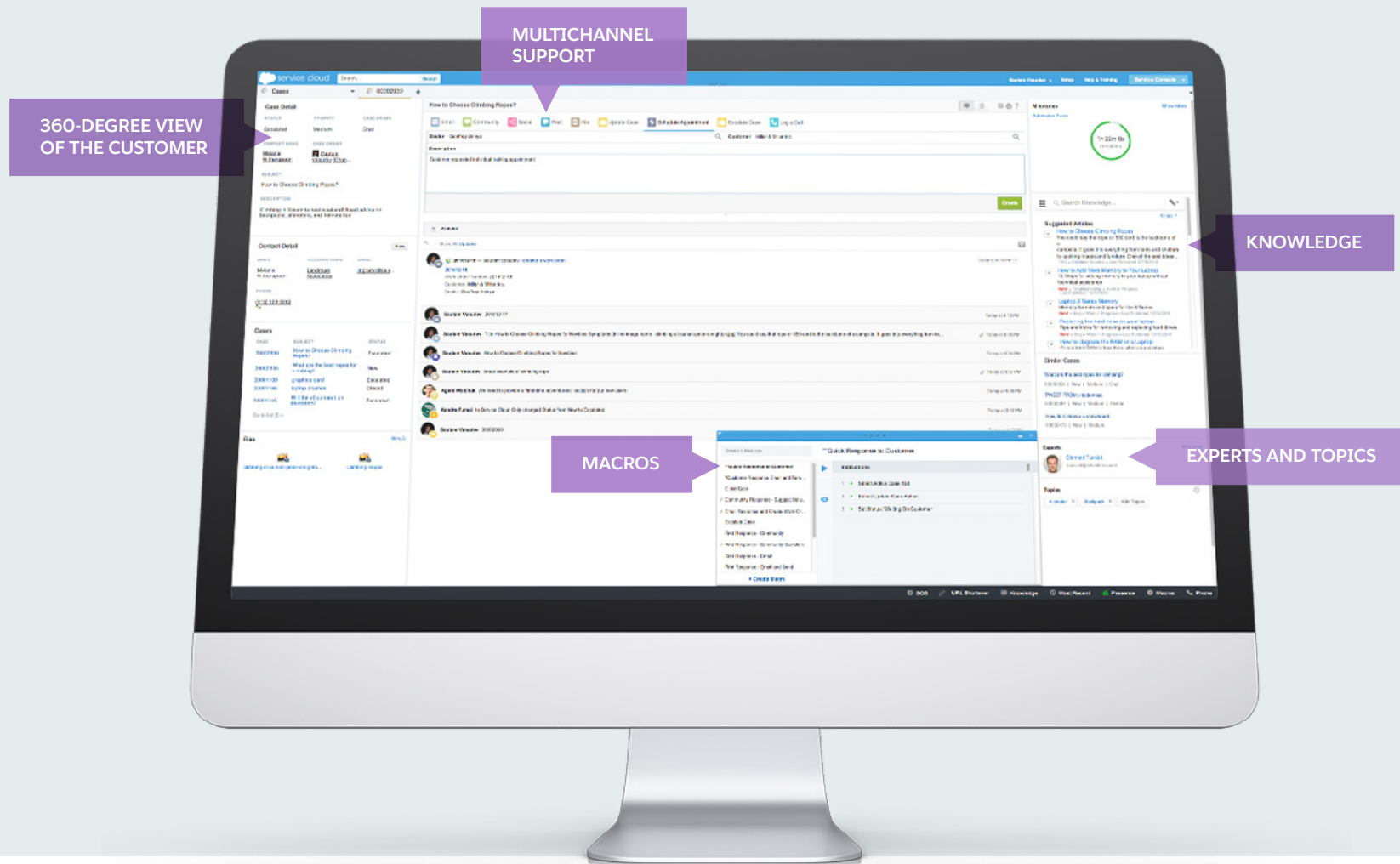
Case Number:
00001146

Status:
Escalated

Why was I double charged last month?

Maximize Agent Productivity

With Service Cloud, your agents have access to the Salesforce Console for Service so that they can deliver smarter, faster, more personalized service. The console is designed with agent productivity in mind so that your agents have all the tools they need, right at their fingertips.



CUSTOMER SERVICE STARTS
WITH THE CUSTOMER

HELP CUSTOMERS
HELP THEMSELVES

MAXIMIZE AGENT
PRODUCTIVITY

GAIN INSIGHT INTO
SERVICE METRICS

A Quick Peek at Service Cloud
salesforce.com/service-cloud

Multichannel Support

All your cases, regardless of channel, come into one single location for your agents. Phone, email, chat, and even social cases all come into the queue for your agents to sort, organize, and quickly resolve.

service cloud					
Search...					
Search					
Cases					
All Cases					
Edit Delete Create New View					
New Case Close Change Owner Change Status					
Action	Case Number	Subject	Origin	Case Origin	
<input type="checkbox"/> Edit Del +	00002930	How to Choose Climbing Ropes?	☎	Chat	
<input type="checkbox"/> Edit Del +	00002927	What are the basics of backpacking?	✉	Email	
<input type="checkbox"/> Edit Del +	00002926	Memory issue with my laptop	💻	Web	
<input type="checkbox"/> Edit Del +	00002925	I'm having trouble with audio quality on my skii...	☎		
<input type="checkbox"/> Edit Del +	00002924	How do I get my ski binding to lock?	☎	Mobile	
<input type="checkbox"/> Edit Del +	00002923	Need new hiking boots	☎	Chat	
<input type="checkbox"/> Edit Del +	00002922	Can't get printer to connect with Bluetooth?	🐦	Twitter	
<input type="checkbox"/> Edit Del +	00002921	Firestarting Kit	☎	Chat	
<input type="checkbox"/> Edit Del +	00002920	TWEET FROM: p_skroob	🐦	Twitter	
<input type="checkbox"/> Edit Del +	00002919	Firestarting Kit	☎	Chat	
<input type="checkbox"/> Edit Del +	00002915	I'm having trouble with audio quality with my sk...	f	Facebook	
<input type="checkbox"/> Edit Del +	00002913	TWEET FROM: p_skroob	🐦	Twitter	
<input type="checkbox"/> Edit Del +	00002910	Snowboard bag	☎	Phone	

The Salesforce Console for Service

The Salesforce Console for Service gives your agents all the tools they need to quickly and efficiently respond to customers across every channel. Agents enjoy an intuitive, optimized experience when serving your customers thanks to a 360-degree view of the customer, a knowledge base, access to experts, and productivity tools all in one place.

The screenshot displays the Salesforce Service Console interface for a user named Gautam Vasudev. The interface is divided into several sections:

- Case Detail:** Shows the current case (00002930) with status 'Escalated', priority 'Medium', and origin 'Chat'. The subject is 'How to Choose Climbing Ropes?'. The contact is Melanie Witherspoon, and the case owner is Gautam Vasudev. The description mentions climbing in Yosemite and the need for advice on backpacks, altimeters, and helmets.
- Contact Detail:** Provides additional information about the contact, including their account name 'Landmark Associates' and email 'lingramd@sale...'. It also shows a phone number '(415) 123-3242'.
- Cases:** A list of other cases related to the current one, including subjects like 'What are the best ropes for climbing?', 'graphics card', 'laptop crashes', and 'Will the x5 connect on bluetooth?'.
- Files:** A section for attaching files, with examples like 'climbing-at-sunset-peter-creighto...' and 'Climbing Ropes'.
- Knowledge:** A section for searching and viewing knowledge articles. It includes a search bar and a list of suggested articles such as 'How to Choose Climbing Ropes', 'How to Add More Memory to Your Laptop', and 'Replacing the hard drive on your laptop'.
- Macros:** A section for performing multiple actions in one click. It includes a search bar and a list of macros like 'Quick Response to Customer', 'Close Case', and 'Community Response - Suggest Solu...'. A 'Create Macro' button is also present.
- Experts and Topics:** A section for finding experts and topics. It includes a search bar and a list of experts like 'Clement Tussiot' and topics like 'Altimeter', 'Backpack', and 'Add Topics'.

Five callout boxes highlight key features:

- 360-DEGREE VIEW OF THE CUSTOMER:** Agents provide a personalized service experience with a complete view of the customer – from previous purchases, to case histories, to social profiles – everything is in view.
- KNOWLEDGE:** Agents solve cases faster with relevant knowledge articles available right in the console. Articles can also be shared with the community, the website, or sent directly to customers.
- MACROS:** Perform multiple actions in one click. Pre-built responses allow agents to respond to customers faster with consistency and accuracy.
- EXPERTS AND TOPICS:** There's nothing quite like hearing it from an expert. Agents can reach out directly to topic experts via Chatter and get the answers they need to resolve customer questions in real time.

Gain Insight into Service Metrics

With the power of Salesforce, data from across the business can be tied together, giving you a holistic view of metrics across the company. Knowing how various parts of your business are performing, you can empower agents, managers, and partners with better reporting.



Reports

From customer satisfaction to agent performance, you can build powerful, customized, real-time reports that integrate data across multiple sources. Reports can easily be shared across the organization to gain greater context and understanding into your business. You can measure not only customer satisfaction, agent performance, and product issues, but just about anything else that you can think of.

Agent Walchuk ▾
Setup
Help & Training
Service Console

Reports

« Go to Dashboard List

Service Executive View
[Help for this Page](#)

As of February 24, 2015 at 5:14 PM
Viewing as Analyst Ran

A dashboard with components to track important customer-related metrics.

All Open Cases by Agent

Who's on top of it & who's falling behind?

Account Name	Record Count
	4K
Acme	34
Alain, Delon	6
Aniano, JOn	5
Bennet, Elisabeth	1
Chet Chauhan	78
Customers First	8
Darcy, Fitzwilliam	1
Delon, Alain	1
Elisabeth, Mordan	11

Average Case Age

By Account in hours

Average age of all cases by account for the current FY.

Total closed cases

By Account

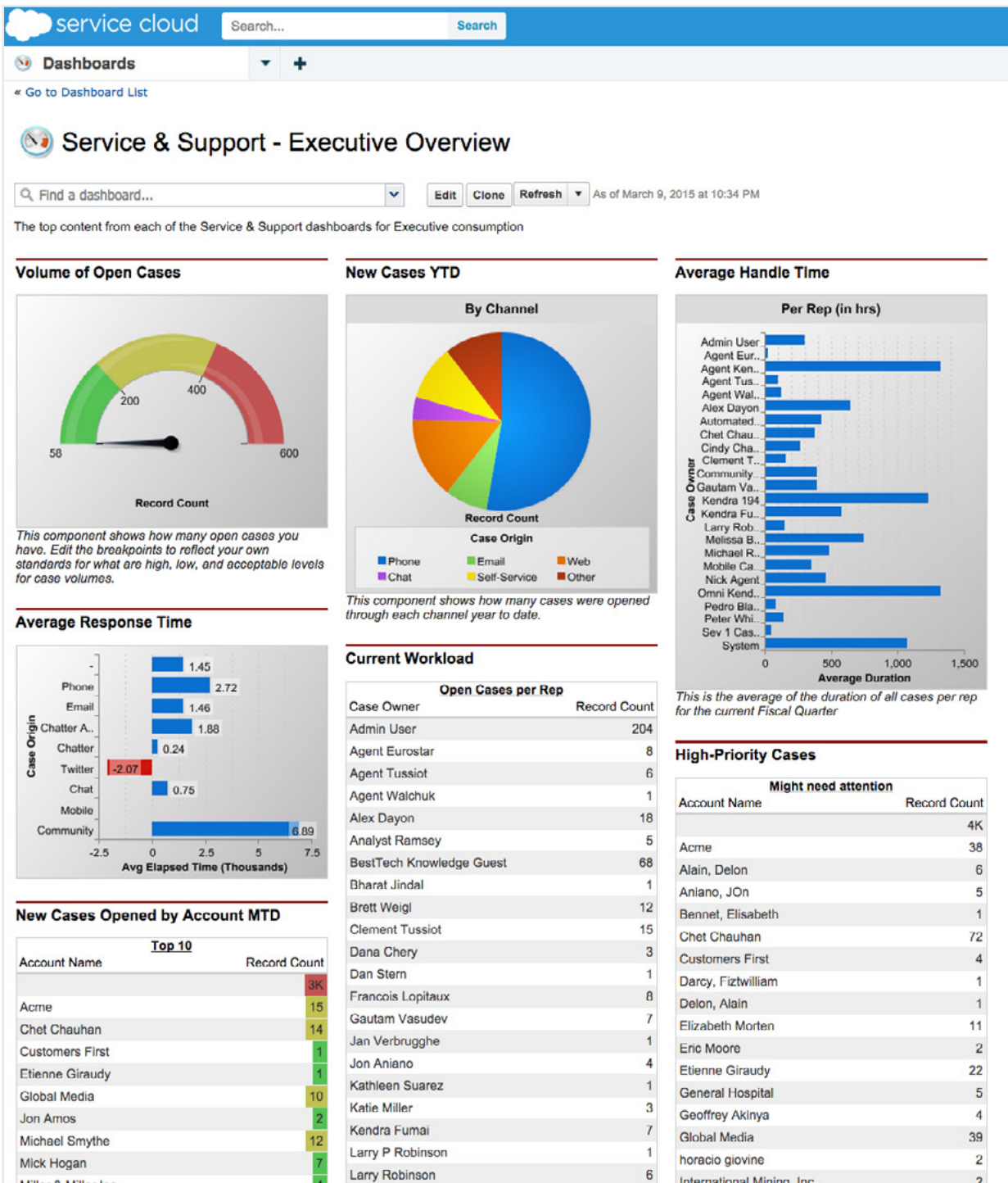
Account Name	Record Count
	2

Total of closed cases by account for the current FY

Accounts to Watch

Open HIGH priority cases

Account Name	Record Count
	4K
Acme	34
Alain, Delon	6
Aniano, JOn	5

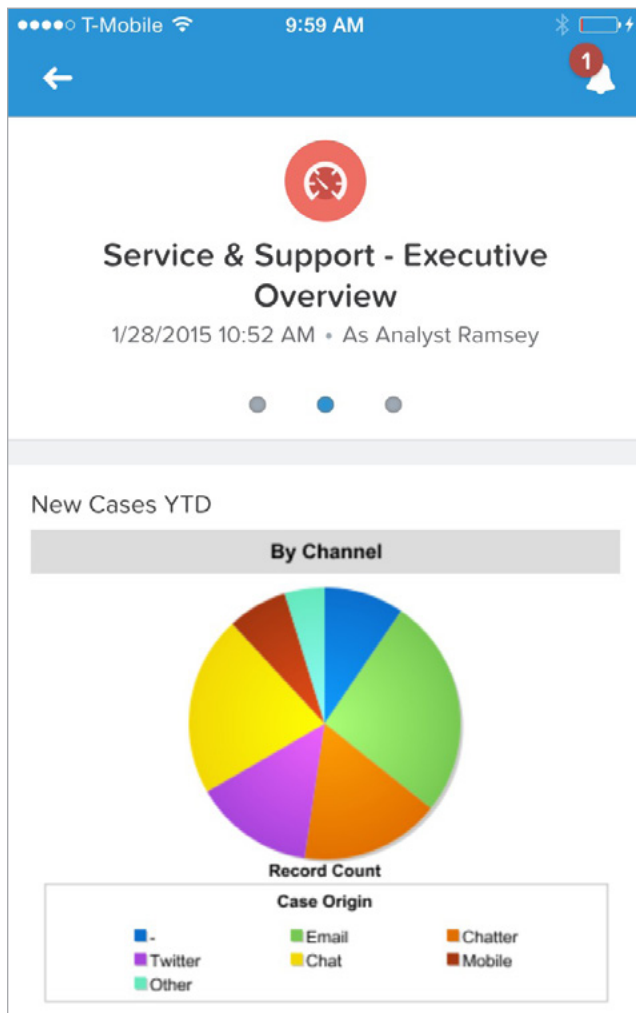


Dashboards

Managers can set up dashboards to track the metrics that are most important to your organization, as well as keep up to date on these metrics, on the fly.

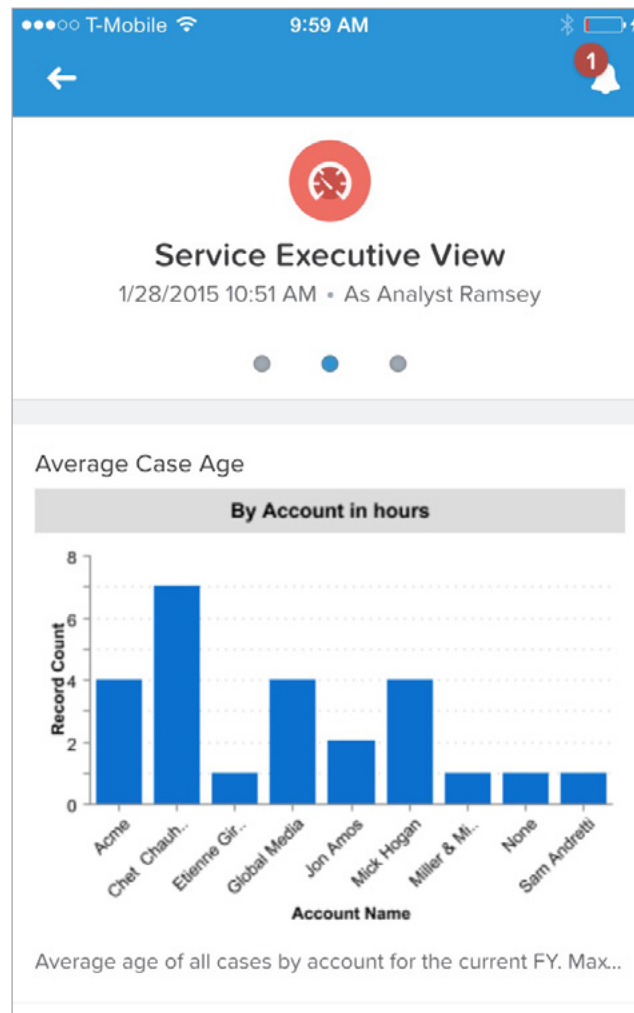
Salesforce1 Mobile App

Get reports and dashboards on the go and check in on how your support team is doing, wherever you are. Stay up to date with important activities by receiving notifications when metrics reach specific thresholds.



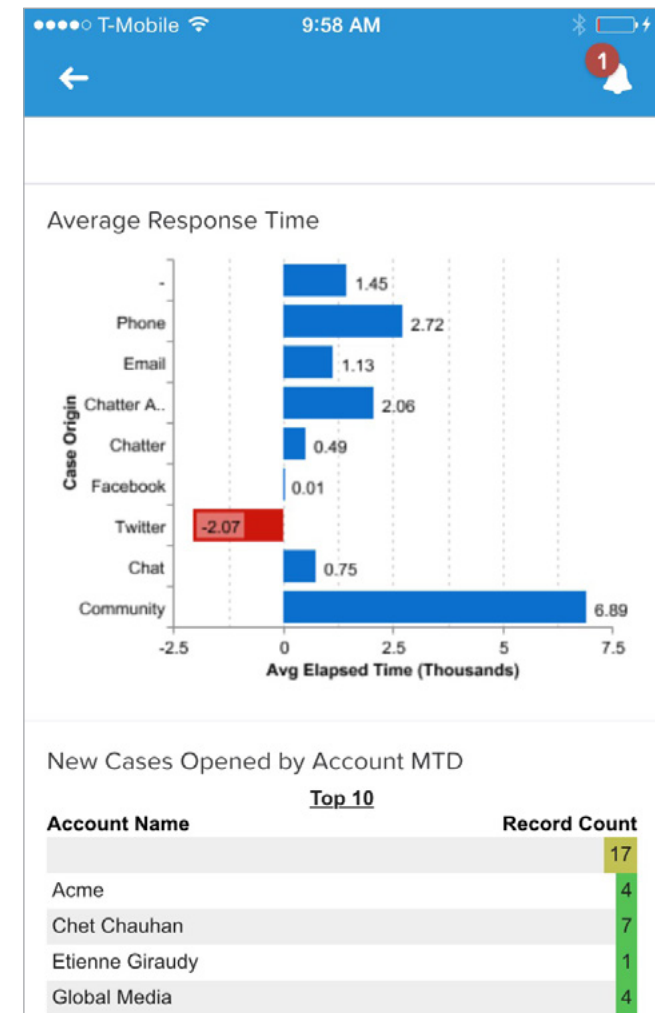
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HELP CUSTOMERS
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Want to learn more?

Check out some of our new Service Cloud feature demos, or speak to a representative at 1-800-667-6389.

WATCH NOW

