


# Five Ways To Drive Revenue With Customer Service

**A story of 360° connection:** connected teams,  
connected products, connected customers.



SELL. SERVICE. MARKET. SUCCEED.

A woman with dark hair tied back, wearing a black headset with a microphone, is smiling and looking down at a laptop screen. She is wearing a red top. The background is blurred, suggesting an office or customer service environment.

“Not only is the Service Cloud investment driving increased renewal and better customer satisfaction, but it’s also really driving revenue — very tangible results.”

- **Brent Handler**  
Founder and CEO, Inspirato

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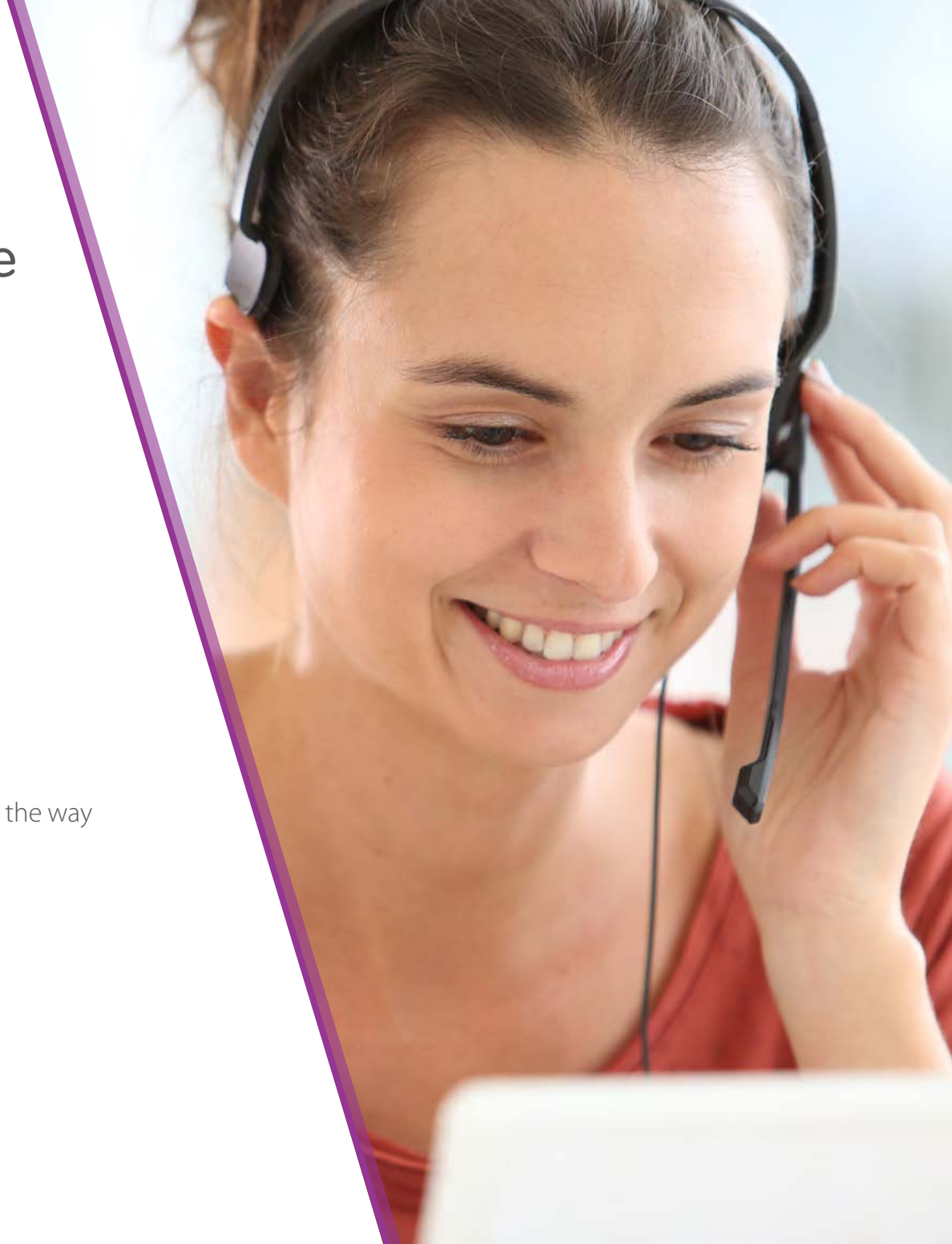
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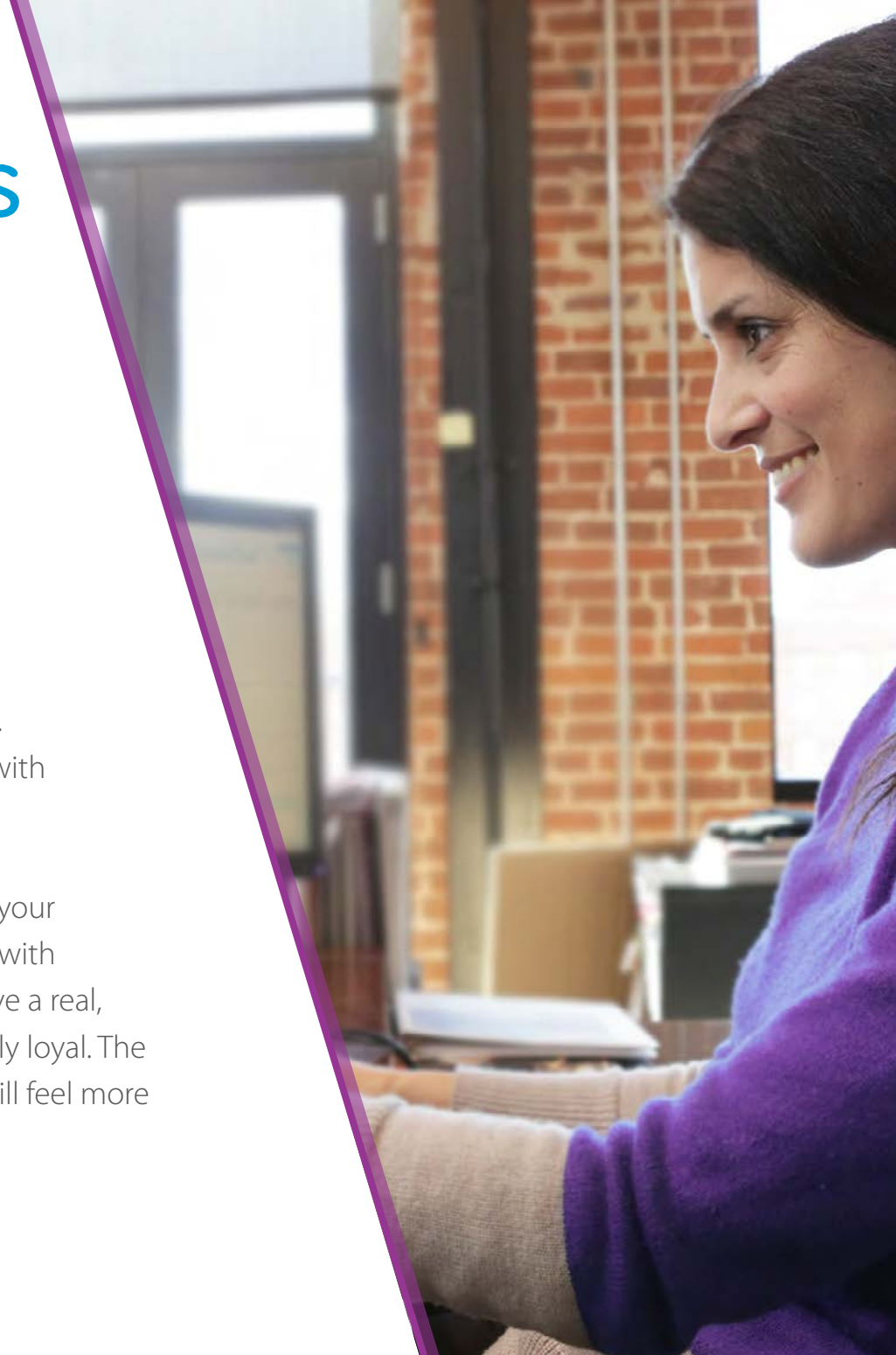


# Win over customers with connection

## Connected teams cut costs and increase revenue

It's never been easier for business leaders to create revenue by investing in customer service. That's because the next generation of customer service creates efficiencies for your whole team. From sales, to marketing, and beyond, today great customer service is connected customer service. Cutting costs and driving revenue to the bottom line starts with different teams acting as one.

But there is another side to this. Having access to data gives your business the ability to have highly personalized interactions with customers. And when customers get the sense that they have a real, tangible connection with your brand, they become extremely loyal. The bottom line? If your teams are connected, your customers will feel more connected too.



# Disconnected teams don't deliver.



of customers reported having to re-explain their issue at least once over the course of the service interaction.

(CEB Effortless Experience)



of VPs of Sales surveyed said that the lack of a single customer view led to business problems.

(Experian 2012)

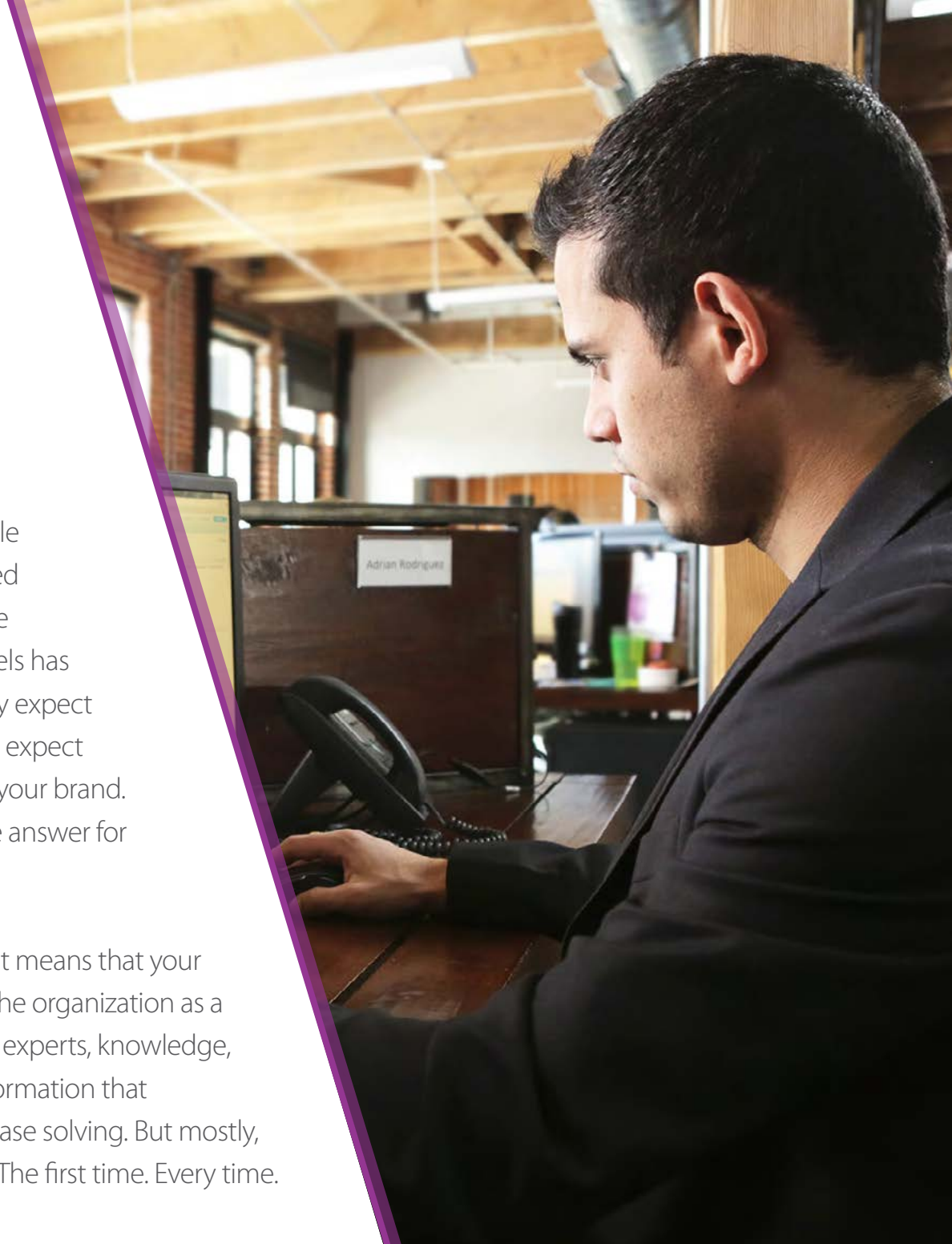


# Give customers the best service

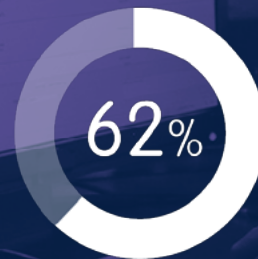
## Every customer expects the best service, every time

Give your customers great service. Could it be any simpler? Yes and no. In many ways, it's not that simple any more. There has been a sea change, and it started with customer expectations. The ability to aggregate customer data and insight across a variety of channels has reshaped what consumers expect from brands. They expect speed. They expect you to know who they are. They expect the right answer—and in their first interaction with your brand. And as often as not, they want to be able to find the answer for themselves.

What does this mean for a VP of Customer Service? It means that your entire service team needs to be fully connected to the organization as a whole. Agents need to be connected with the right experts, knowledge, and information—even if that involves sourcing information that originated from within the sales organization—for case solving. But mostly, it means delivering on the promise of great service. The first time. Every time.



# Answer questions right the first time.



of customers had to contact the company  
multiple times to resolve their issue.

(CEB Effortless Experience)



of agents must use  
multiple sources to answer  
questions correctly.

(Forrester Study)



# Build a Seamless Experience

## Working in silos compromises customer satisfaction

Unless you're in the business of storing large quantities of grain, silos are the enemy of productivity. Everyone wins when you tear them down.

Who wins? Your VP of Sales wins because the sales team has complete visibility into customer pain points and unresolved issues. Moreover, the sales team has the full support of service reps for cross-sell and up-sell opportunities. Best of all, they can bring these leads to your sales team when the customer is happiest. Win. And. Win.

Who else? Your IT executives win because they have a consistent, customer-focused data model. And a single source of data fueling them all. Best, when they aren't busy integrating data across silos and "keeping the lights on," costs go down and they are freed up to innovate.

But most of all, your customers win. A seamless, streamlined, white-glove-level service experience is now table stakes. Your customers expect it. Your business needs to deliver it.



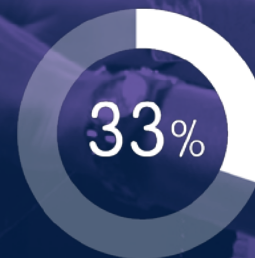


# Breaking down silos creates revenue.



of respondents identified cost savings as a core benefit of having a single view of the customer in a 2012 survey.

(CEB Effortless Experience)



of companies analyze customer insight across organizational boundaries.

(Experian Marketing Services, 2012)

# Transform engagement

## Embed service throughout the customer experience

The Internet of Customers is here. And the universe of objects connecting them—to companies, to the Internet, to other people—is ever expanding. There is no going back, only forward. What this means for your brand is that expectations for customer service have also evolved as this universe has expanded. Customers want to have service functions at every touch point.

Customers want you to meet them where they are. And in many cases, via the product or service that you sold them. Or on an app on their smart phones and devices. And the better these forms of embedded service work, the more likely customers are to be loyal. Moreover, giving customers access to service when and where they need it is critical to retaining them.





# Customer experience is crucial.



of customers said that better customer service could have stopped them from switching to another brand.

(Forrester 2014 future)



of buying experiences are based on how the customer feels they are being treated.

(McKinsey)

# Get a 360° customer view

See how one Salesforce customer, Inspirato, is leading the way

Inspirato, a members-only destination club, operates hundreds of luxury vacation properties around the world for thousands of highly discriminating travelers. Their sales representatives used Salesforce from the company's inception, but as they grew, it became clear that they needed a comprehensive solution to provide the type of customer service that their clientele demands.

They rolled out Service Cloud to their Personal Vacation Advisors and Destination Concierges and immediately—with the flip of a switch—transformed the way that customer service drove revenue to the bottom line. The sales team was still selling new memberships, but servicing existing ones, and planning and servicing the travel needs of members got both better and more efficient.







# \$100M

Inspirato projects more than \$100M in revenue with fewer than 225 employees

Learn more about how Inspirato is turning white-glove customer service into a profit center.

[Watch the video >](#)

## 2/3

of Inspirato's revenue comes via customer service, with membership sales accounting for the other 1/3<sup>rd</sup>

# Forbes<sup>®</sup>

Forbes magazine named Inspirato one of "America's Most Promising Companies"

An abstract graphic in the top-left corner of the slide. It features a network of interconnected nodes and lines, rendered in a lighter shade of blue than the background. The nodes are represented by small circles, some of which are larger and more prominent than others. The lines connecting them form a complex, web-like structure that suggests a digital or organizational network.

# It's easier than you think.

To know your customer is the quickest way to show them that you care. Follow these steps and avoid the possibility of getting left behind in a world that—more and more—is committed to putting customers first. Best of all, you can turn your contact center into a profit center in the process.



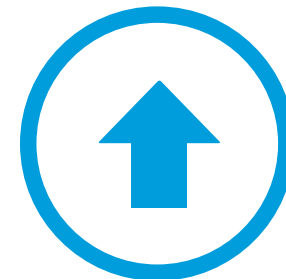


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## CONNECT AGENTS TO CUSTOMERS WITH SALESFORCE



**40%**  
agent  
productivity



SELL. SERVICE. MARKET. SUCCEED.

