A New Era of Service for the Connected World

Highlights and announcements from the
Service Cloud Keynote at Dreamforce '15

salesforce service cloud

Introduction

The service community is made up of individuals who care deeply about the happiness of their customers. At the frontlines of most businesses, service teams are tuned into their customers' world, hearing customer problems and receiving immediate feedback on what they love, always working to achieve a positive customer experience. However, over the past few decades, the advancement of technology has complicated that dynamic.

The Connected World

Customers are now hyper-connected, across mobile and social in addition to non-digital channels, changing the way we do business. They're even connecting with products and with each other in brand new ways. Service professionals are seeing and experiencing these changes every day, and are unanimous in their observations: we need to do a better job of delivering customer experience in this new connected world. Is your company prepared for the wave of connected devices headed towards the mainstream? Does your company have the tools to deliver a connected, personalized customer service experience anytime, anywhere, on any device, and in every product?

With connectivity in mind, Service Cloud designed product features to make it easier for service organizations to offer smarter and faster service. At Dreamforce '15, Salesforce unveiled these new capabilities that will transform your business and enable you to connect with your customers in a whole new way.

75
There will be 75 billion connected devices by 2020.

60
The number of connect products a person who lives in a connected country will have by 2020.

Trillions of Interactions

Faster Service

A better customer experience starts with a better service agent experience. Our recent survey shows that top-performing teams tend to fully empower their agents to keep customers happy. With that in mind, Service Cloud is setting the stage to help you execute more efficient customer interactions.
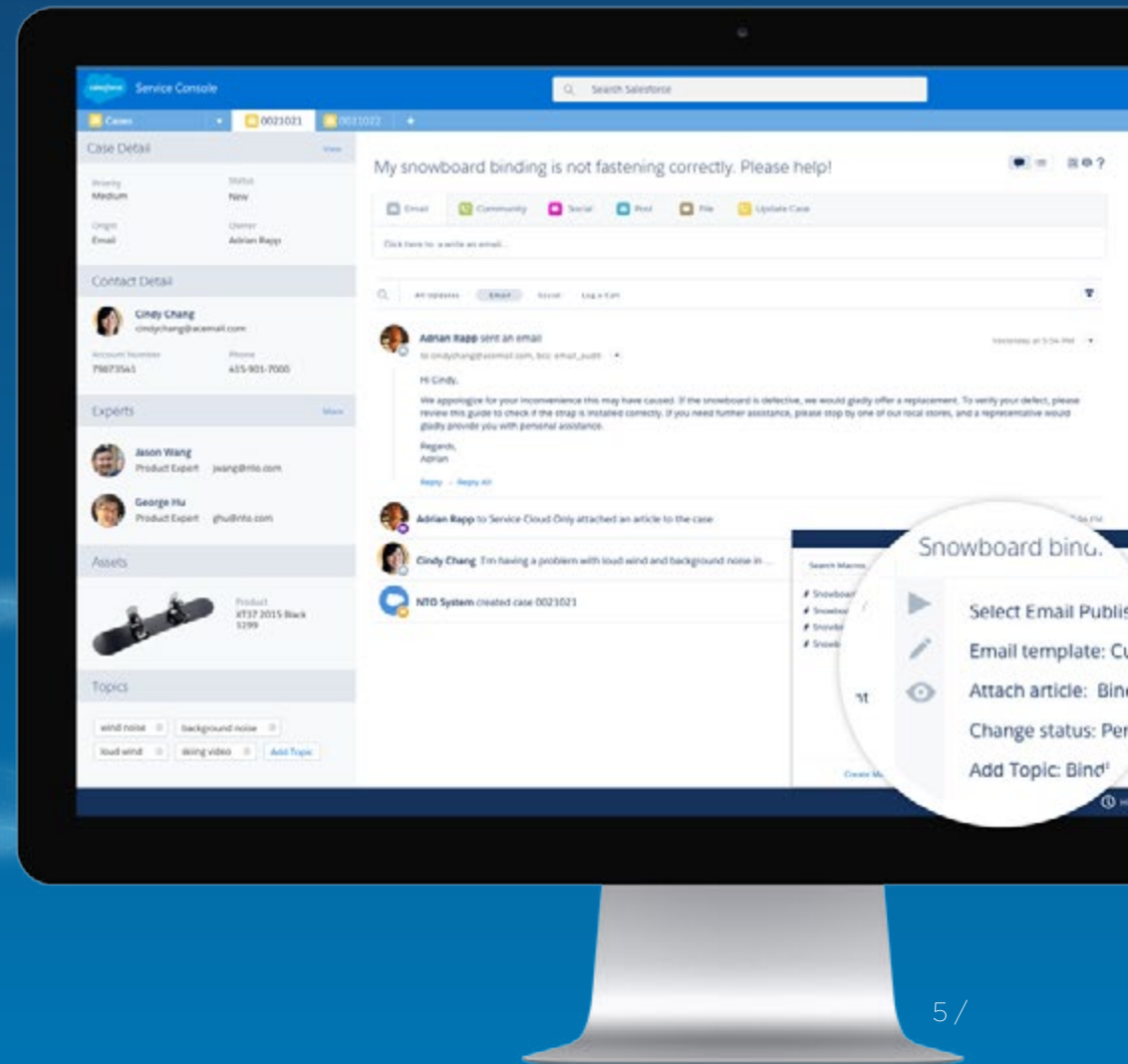
Lightning Console

This year we unveiled Lightning, a new user experience designed to help sales reps close deals fast from anywhere. We took the same great mobile-first user experience and embedded it into the agent console. This is the new Lightning Console. Our new desktop and intelligent tools were designed to supercharge agent productivity and close cases faster than ever.

The new Lightning framework offers an optimized experience to your agents, empowering them to deliver fast, proactive service. Smart tools are front and center. Agents can view recommended cases instantly, and use stored macros to respond quickly to routine tasks or questions. Important data and analytics are at your fingertips, enabling agents to makes smart decisions quickly.

Omni-Channel Presence and Routing

Ensure that your agents are delivering smart, connected support across all channels. Fully integrated with the Lightning Console, the new Omni-Channel Presence and Routing feature connects the right agent to the right case, at the right time. Intelligent routing dynamically sends all types of work to the right agents, leaving administrators the ability to control agent channels in order to efficiently manage workloads.

The real-time presence tool manages agent availability and pushes cases through at the right time. Agents can set and advertise availability to receive work. Best of all, your communications are preserved across every channel on any device making interactions seamless.
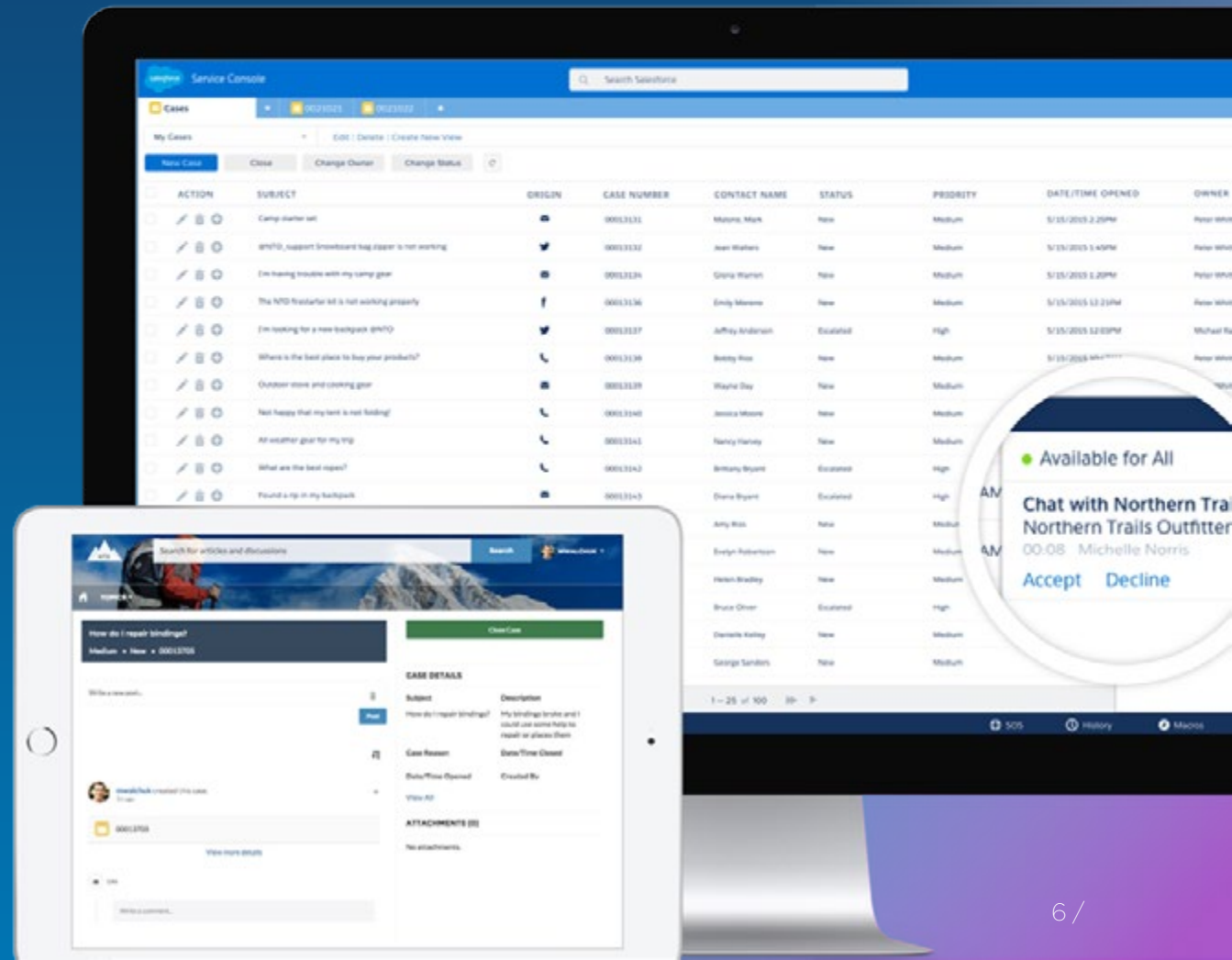
Smarter Apps

Our smartphones have already become an essential part of our lives. The average person now spends over an hour and a half on their phone. Eighty-eight percent of that time is spent using apps. With so much of our lives entwined in our smart devices, businesses need to provide better service where their customers are: in apps.

Service for Apps

Your company can connect one-to-one with customers by embedding support into any native mobile app. We've taken all of the best support features in Service Cloud and made it possible for you to embed it right at your customer's point of need. Customers can access self-service options like knowledge or community forums in seconds. Or customers can opt for support that puts them in touch with customer service directly through chat, phone call or SOS video conferencing.

And because it's Service Cloud, agents always have all of the customer's information at their fingertips and can deliver contextually relevant help right away. The result: customers are happier because they've had a more human interaction with the agent, without interrupting their app experience.
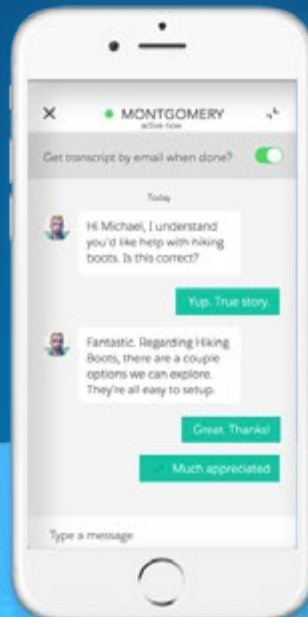

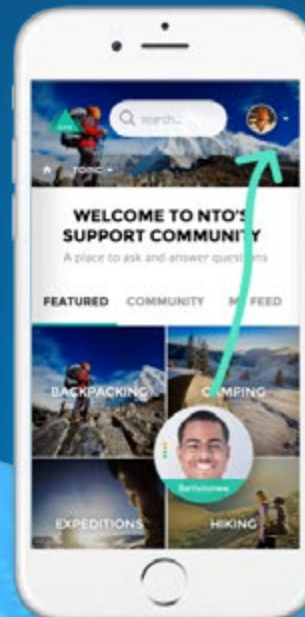**Knowledge for Apps**
Get the answers you need anytime, anywhere
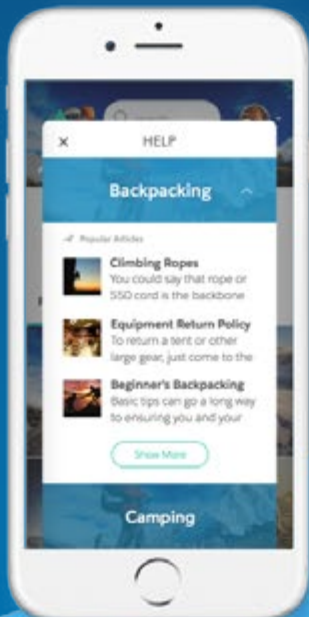
Chat for Apps
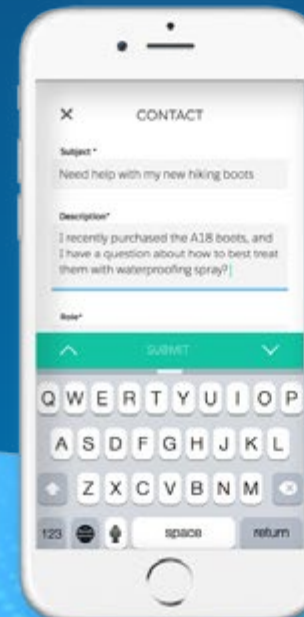Instantly connect to an agent without leaving the app

SOS for Apps
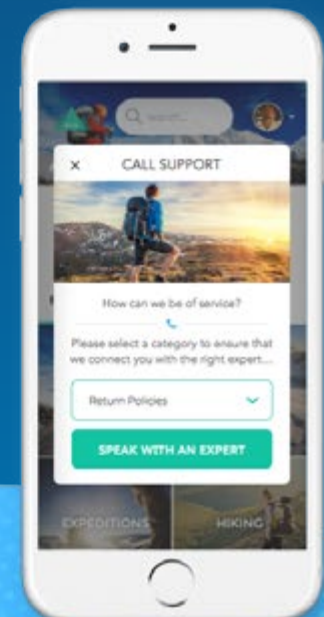Live, interactive video support when you need it

Cases for Apps
Create and monitor cases from any mobile device

Tap-to-Call for Apps
Live phone support with a single click in any app

Powerful Insights

Your company is already collecting valuable pieces of information every day and now you can leverage it to take your service to the next level. According to Gartner, 50% of agent interactions will be influenced by real-time analytics by 2018. Powerful insights can be gained from analyzing your own business data to drive service tactics and strategies.

Service Wave Analytics App

Last year Salesforce introduced Wave, our analytics platform. This year, we've extended it by creating an app that allows businesses to embed Service Wave Analytics inside of your console, gaining access to any service data in your organization. Agents will have workforce management data, social data, routing data, and much more at their fingertips. All of these critical pieces of information already exists within your company, and now you can extract that data and turn it into amazing customer experiences. Service Wave Analytics makes it easy for companies of any size to deliver world class customer service.

Analytics for Service Agents:

Get an unprecedented view into customer case history, satisfaction, and service level performance. Built on the Wave platform, Service Wave Analytics makes it easier for agents to turn trends into customer satisfaction. Best of all, Service Wave Analytics is native to Service Cloud, so you'll get all of Wave's visualizations in the Lightning Console.

Insights for Service Managers:

Get a central view of your key KPIs on any device. With the Service Wave Analytics App, you can evaluate agent performance against customer satisfaction or by net promoter scores by product or channel. Drill down to discover how your team works together. You can identify the superstars of your team, the best practices and process to share, and spot operational bottlenecks that need attention. You can also easily share all the insights you've learned with service desks globally so that everyone can succeed. Put these insights into action and watch your team's productivity take off.
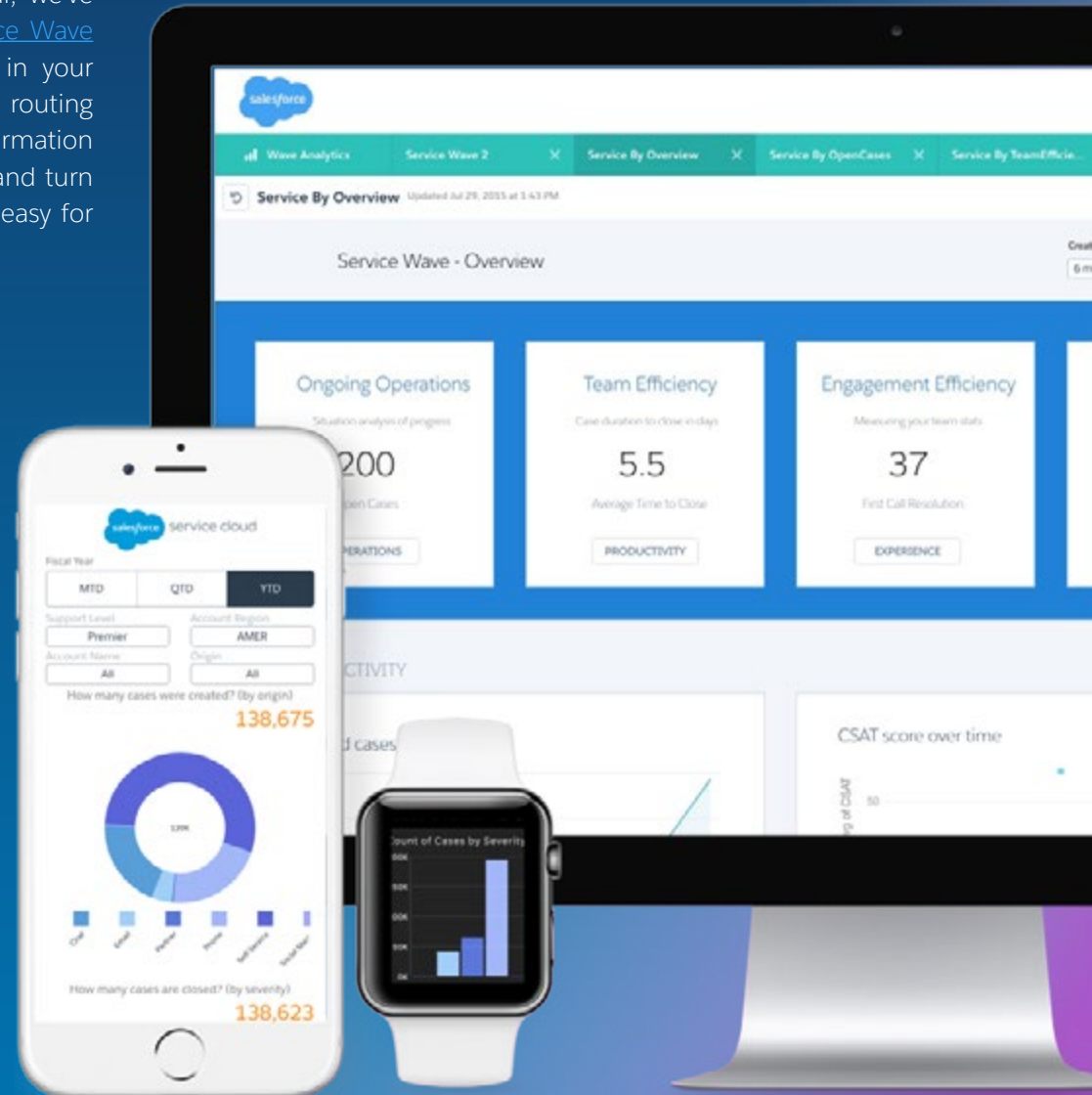
Conclusion

At Salesforce, it's our goal to help you succeed by making your customers happier. We want agents to resolve cases faster to keep customers delighted. We want to help you connect with your customers, where they are, by embedding service into every one of your apps. And we want to assist in ushering in meaningful insights into your service organization. In this new era of the connected customer, there is no difference between pre-sale and post-sale; there is only customer experience. As customers' expectations continue to grow, Service Cloud is your partner in equipping your service organization with the intelligent tools it needs to deliver incredible customer service in this new connected world.

Resources you might also like:

6 Ways to Connect Your Entire Business Around the Customer

DOWNLOAD

6 Steps to Deliver a Complete Service Experience

DOWNLOAD

See Service Cloud in action

VIEW DEMO

Find even more helpful service content, visit the Service Cloud Resource Center.

LEARN MORE

thank you