

Smarter. Faster. Mobile.

5 Stories of Customer Success
with the Salesforce1 Mobile App.



More than ever before, mobile is the new marketplace.

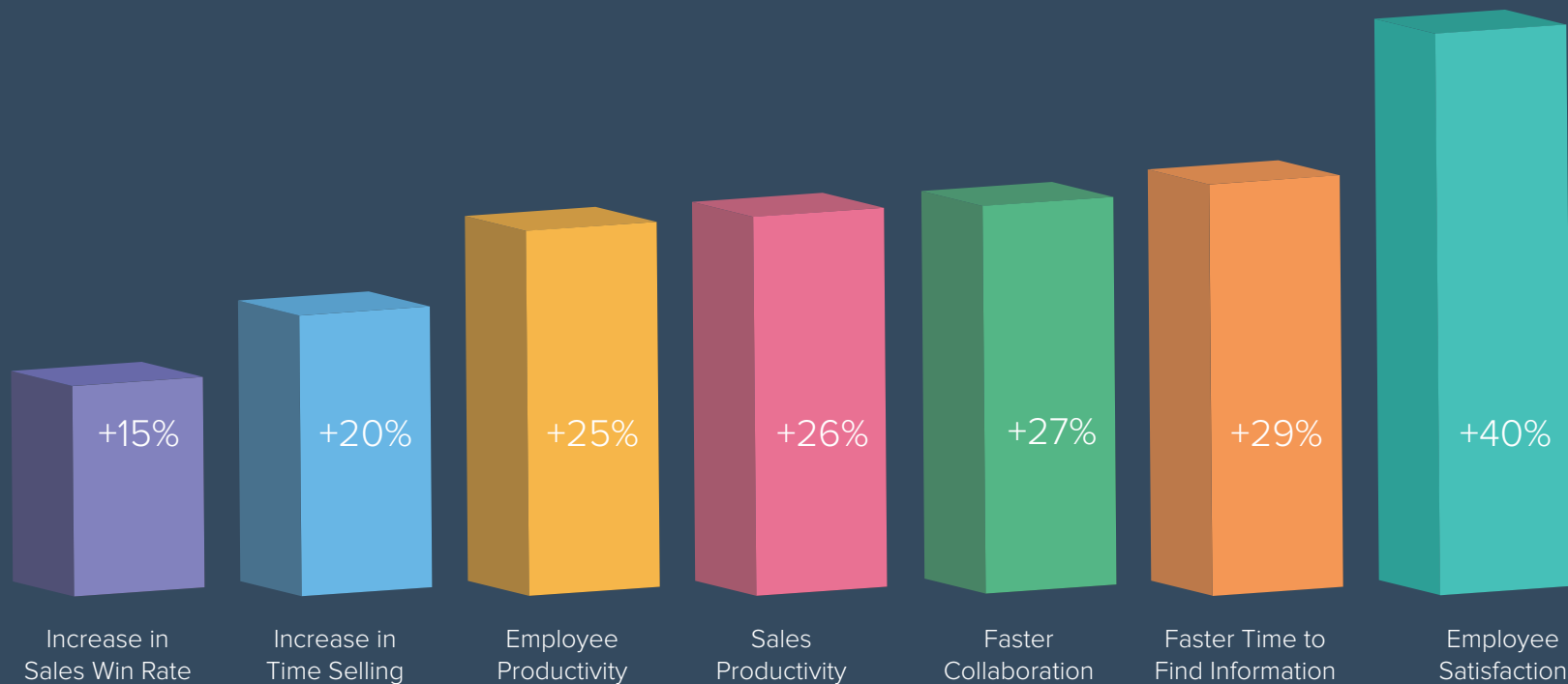
Smartphone capabilities are exploding and new technology is poised to leverage customer data like never before. To stay ahead of the curve, 87% of C-Level executives are formulating new mobile strategies right now. They see the opportunity to explore a whole new level of collaboration and revolutionize customer experiences. And they're pivoting to invest in smarter, faster, long-term solutions to prepare for whatever comes next.



“Smartphone users spend 7 out of every 8 mobile minutes using apps.”

- ComScore Study

FIVE COMPANIES – *Philips, Oppenheimer Funds, Talent Plus, Inc., Verizon, and Teach For America* – are driving this mobile innovation with the help of the Salesforce1 Mobile App. And since Salesforce customers have started running their businesses from their phones, they're seeing impressive results:



Salesforce1 Mobile App is helping employees at these five companies stay up to speed, take action from anywhere, and customize apps to deliver richer, more meaningful customer experiences. In this e-book, you'll see their stories and find out how you can roll out the app at your company.

Our sales team drives more opportunities and has instant access to their customer data from anywhere with the Salesforce1 Mobile App.

“ KYLE COUSIN
Senior Director, HealthSuite Digital Platform & Key Alliances

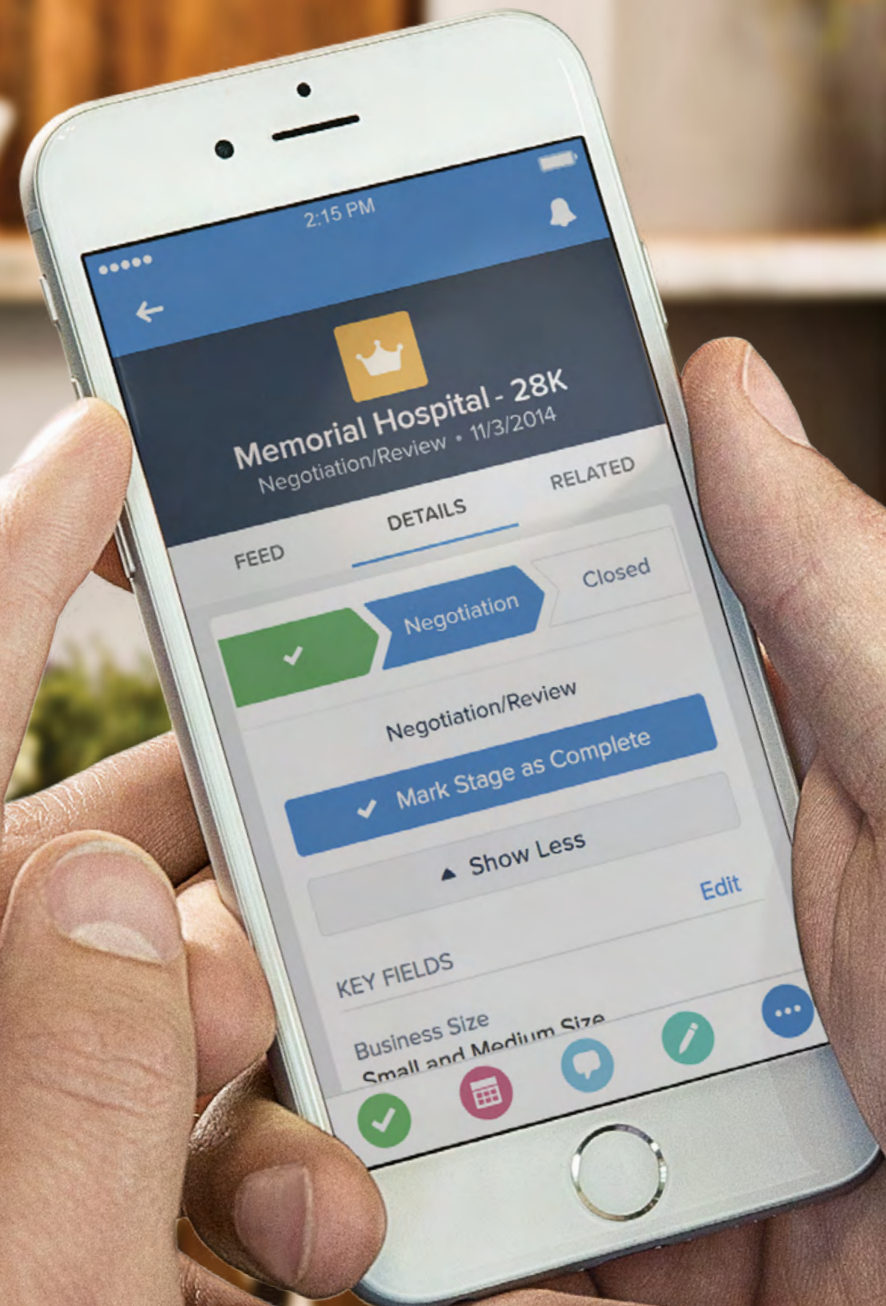
PHILIPS





| *Philips* is a diversified health technology and well-being company, focused on improving people's lives through meaningful innovation. One of the ways that they stay ahead of the competition is by using the Salesforce Mobile App to keep their sales teams informed about new opportunities across the globe.

For example, managers can take a quick look at a pipeline dashboard, open opportunities or open tasks on the Salesforce1 Mobile App, and then assign sales reps accordingly. That data is always fresh, because reps can update it instantly. So new opportunities are always visible to the entire team, notes always reflect the current status of the customer, and contact details are up-to-the-minute. This rapid information flow helps everyone at Philips engage in more meaningful conversations with customers and collaborate to win bigger deals.





The mobile app required no internal selling. It was a very clear, positive step to extending everything we were doing with Salesforce to all mobile devices.



HAZEM GAMAL

Vice President, Head of Distribution Technology



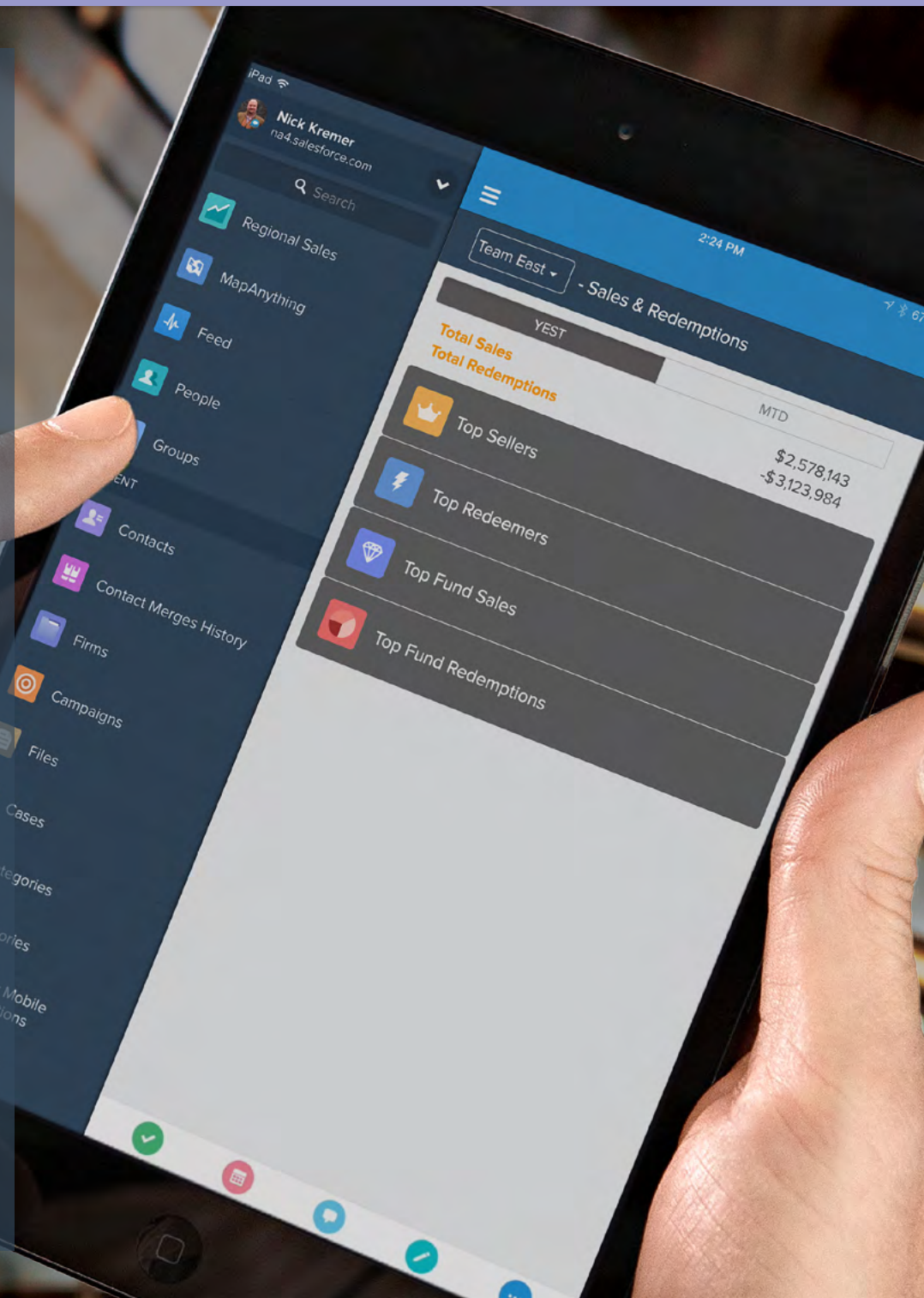
OppenheimerFunds




| *Oppenheimer Funds* has been guiding and serving financial professionals and institutions all over the world for over 50 years. They've built a reputation for being extremely knowledgeable and user-friendly. And now, with the Salesforce1 Mobile App, their sales teams can adapt to customer needs faster than ever before.

Wherever Oppenheimer sales reps go, they always have the most current customer information at the ready with Salesforce1 Mobile App. That helps them react quickly to changing circumstances, if need be. For example, the sales team might walk into a meeting with a carefully prepared agenda. Then they might find out that the customer wants to have an entirely different conversation, based on a new development like a change in the market. With a quick glance at the Salesforce1 Mobile App, the team can recalibrate, shift the focus of the discussion, and answer unanticipated questions on the fly. That's because they can leverage an entire ecosystem of up-to-the-minute insights and new account projections right in front of the client.

The Salesforce1 Mobile App has given Oppenheimer some other advantages, too, like opportunity mapping. If sales reps find themselves with some free time, due to cancellations or meetings ending early, they can instantly see if other clients are nearby and then redirect their efforts. This kind of flexibility helps Oppenheimer sales reps make the most of every minute.





Our associates are using the Salesforce1 Mobile App to manage opportunities, collaborate on records, review their dashboards and see our pipeline.

“ **NATALIE GUNTHER**
Salesforce Administrator

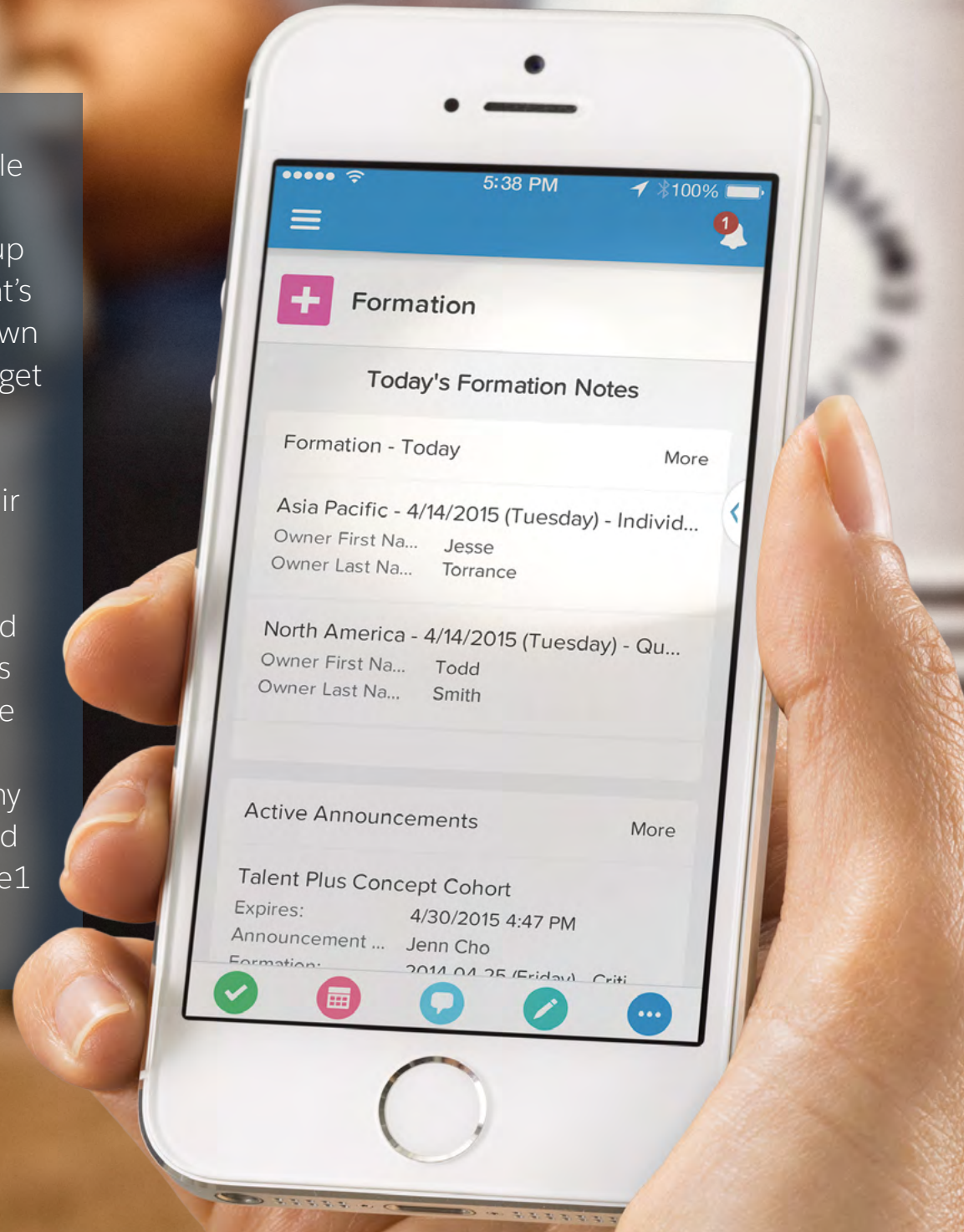
Talent+



Talent Plus is on a mission to enhance corporate culture in the workplace, one associate at a time. They do everything from hiring top performers to evaluating and developing existing talent. The Salesforce1 Mobile App keeps everyone at Talent Plus on the same page. Since it's been up and running, everyone in the company is much more aligned on current company values, account information, and performance.

Now that associates have the Salesforce1 Mobile App, they can't imagine working without it. Talent Plus Co-Chairman, Kimberly Rath, pulls up her sales dashboards every morning to see what's going on. And since every department has its own dashboard, she can easily flip through them to get the big picture.

Talent Plus has created custom objects that their associates use daily. They built one to conduct assessments for client partners, and place interview orders upon request. And they created another custom object for "Formation," which is a daily meeting to review company values, make announcements, and recognize achievements. All that readily available data keeps the company moving at top speed because it can be accessed and updated from anywhere with the Salesforce1 Mobile App.





With so many customers and so much going on, you have to use the Salesforce1 Mobile App to stay up to date and keep the business moving.

“ **RON GUIDA**
Principal Consultant





| ***For Verizon***, the largest U.S. wireless communications service provider, wrangling sales accounts is a massive challenge. At any given moment, a Verizon principal sales consultant can be working with hundreds of prospects and customers. This effort requires extreme organization in tracking and forecasting. Thanks to the Salesforce1 Mobile App, that customer data is not only accurate, but actionable from anywhere.

For example, sales reps can quickly edit CRM data after customer meetings. This includes key information like opportunity stage, quotes and follow up notes. And if they need to move deals faster, they can quickly collaborate to request special pricing or get customer testimonials.

Sales leadership can keep track of pipeline and make faster decisions by glancing at their mobile dashboards. With this kind of instant visibility, prioritization is easier and management can focus all their attention on the deals that need their help the most.



The Salesforce1 Mobile App allows us to bridge the gap in user experience between consumer technology and enterprise technology.



PAUL CHERNICK

Senior Managing Director, Business Analysis

TEACHFORAMERICA





Teach For America's number one goal is to ensure that children growing up in poverty receive an excellent education. And it's a busy job. Most days are spent supporting corps members to become better educators, recruiting diverse individuals to join the company mission, managing alumni affairs, and fundraising. With the Salesforce1 Mobile App, Teach For America can give staff everything they need in the field to be successful.

Teach For America uses the Salesforce1 Mobile App in many ways. They created a custom School Visit app, so employees can just walk into a school and very quickly look up a corps member or alumnus, tap on the name and see a 360° view in seconds. And employees use the Salesforce1 Mobile App to prepare for, conduct, and follow up on meetings: getting the most critical data in front of them wherever they are, whenever they need it.





THE CUSTOMER SUCCESS PLATFORM

SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS