salesforce service cloud

PERSONALIZED, SMARTER, FASTER

HOW THE SMART AGENT CONSOLE CAN TRANSFORM YOUR CUSTOMER SERVICE

Introduction

Today's customer expects — no, demands — service that is more personalized, smarter, and faster than ever before. How will your company tackle the challenge and deliver a level of service that not only meets customer expectations, but exceeds them? It may seem daunting, but it's doable with the Smart Agent Console from Service Cloud.

We've reimagined the case feed, added new search capabilities, and enabled agents to see interactions coming in from any channel at any time. The Smart Agent Console is the Service Cloud Agent Console you depend on — only smarter, faster, and more personalized.

With Service Cloud, you can manage all of your cases across every channel in one place, providing faster support through a unified agent experience. And the Salesforce1 Platform makes the console really sing, extending the power of the console so that you can view complete customer and purchase history and anticipate their needs. Service Cloud is designed to help you offer exceptional service for the connected world.

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Chapter 1

Personalized

Your agents are the lifeblood of your organization, and they have the power to drive amazing customer experiences with each and every interaction. But in order to achieve this, they need a holistic view of the customer and the ability to connect with each customer 1:1, regardless of the channel or touchpoint. Now, with the Smart Agent Console, your agents have everything they need to deliver effortlessly personal service to every single customer.

When a customer reaches out, the Smart Agent Console surfaces all relevant customer information, including contact information, product information, billing activity, and even their social profile. Your agent knows exactly who each customer is, and can view a full case history, enabling them to provide the most personalized service possible.

Your customers are less and less inclined to pick up the phone and give you a call when they have an issue; Smart Agent Console allows you to respond using the customer's preferred channel — email, social media, chat, and so on.

Your agents are the lifeblood of your organization.

According to Nielsen, 33 percent of users prefer to contact brands on social media rather than the telephone. To satisfy your social-minded customers, you need to be able to provide the same level of service, regardless of how they contact you. It's all possible with the Smart Agent Console.

Even though your customers may be relying more heavily on digital channels, their online interactions still require the same level of personalization that they expect when they go to the trouble to make a phone call. Any business that has customers is in the "people" business, so it's important to treat them exactly as such — people — not case numbers or anonymous complaints.

Businesses know more about their individual customers than ever before — but that knowledge doesn't mean anything unless you actually use it to make your service better

and more personal. With the Smart Agent Console, you can empower your agents to access the right information, faster — and enable them to deliver the type of personalized, connected service experience today's customer expects.
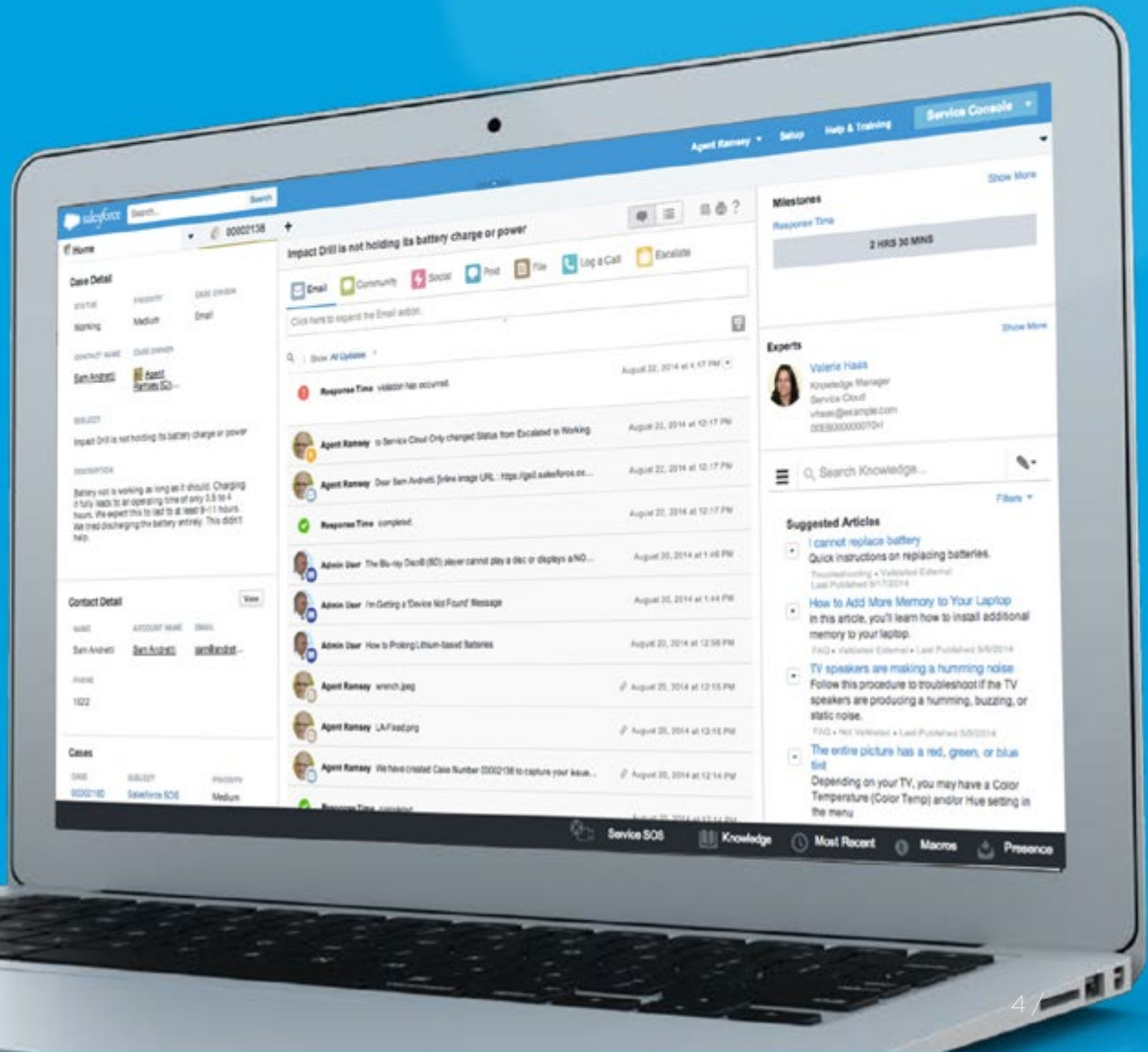
Smarter

You don't need us to tell you that a strong customer experience should be the ultimate goal of your service processes, but how do you get there? According to Help Scout, 78 percent of customers say that competent customer service reps are the ones responsible for a happy customer experience.

Your agents won't always have all of the answers, but the Smart Agent Console gives them the tools to find the most relevant experts, resources, and case history so that they can give every customer the most informed answer possible.

Not only does the Smart Agent Console pull up relevant customer information for a particular case to enable personalized service, it also pushes relevant content and frequently used resources so that your agents are smarter than ever when answering customer inquiries. For trickier cases, the Smart Agent Console will suggest experts so that your agents can quickly identify the appropriate contact, getting the customer the answer faster. Additionally, Service Cloud also identifies similar cases so that agents

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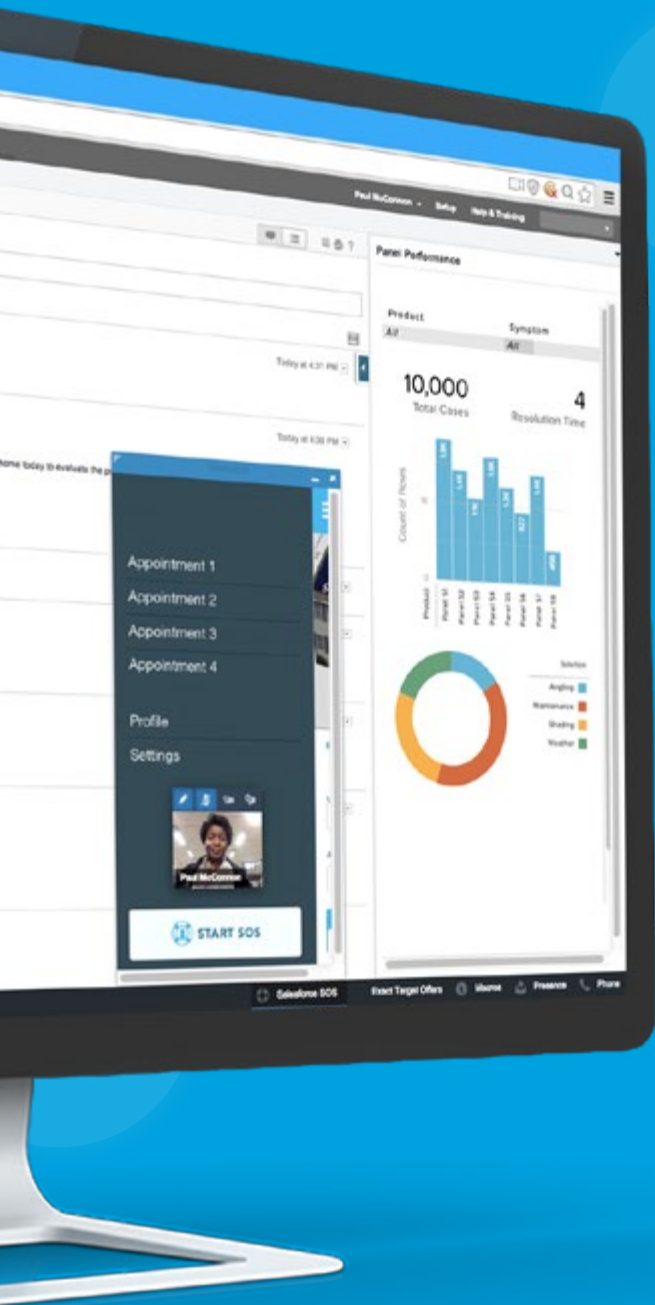
can have access to successful solutions another agent had previously identified, saving them time and ensuring the customer receives the right answer.

Agents can prioritize their workload more easily than ever with the Smart Agent Console. Using the Presence feature, the highest priority cases get automatically pushed straight to your agents, who can then open them right in the feed.

Embedded in the Smart Agent Console are all of the analytics that are critical for assessing your service processes, including call resolution times, customer survey data — any data your agents need to know. Your data no longer has to be a secret — Service Cloud takes the power of analytics and makes it accessible to everyone so that your agents can be smarter than ever before about the customers they're interacting with. You can also add in data from outside databases, supplier information — any data you need can be plugged in and displayed in the console.

The Smart Agent Console connects your agents to every single resource they need to provide smart service, from knowledge base articles and experts to relevant data and related cases — all without leaving the central feed. Resources populate automatically for known issues, meaning your agents are getting smarter — and faster — all the time. By streamlining the massive volume of information related to each service case, the Smart Agent Console empowers your agents to be more efficient — and ensures the success of every customer.

Customer Spotlight:

Quintessentially

Quintessentially is a luxury lifestyle management and concierge service, on-hand 24/7/365 to fulfill their members' requests, whether it be last-minute flower deliveries, dinner reservations, or access to exclusive parties. Quintessentially needed a solution that ensured they could keep this promise to deliver top-of-the line service to their luxurious clientele. Quintessentially turned to Service Cloud to make this happen.

Read more about their Salesforce story ›

Salesforce has become a source of rich knowledge for our business. By understanding our members better, we can meet their needs better and exceed their expectations.

-Paul Drummond
Co-Founder, Quintessentially

Faster

Even if your service is smart and personal, the customer won't be satisfied unless it's also lightning-fast. As customers continue to take their questions to the web, their expectations for a quick response remain high. Your customers expect you to be fast whether they call you on the phone, send you an email, start a live chat, or reach out on Twitter. According to Social Media Today, 71 percent of online chat customers expect assistance within 5 minutes. Forty-one percent of customers who send an email to a company's service team anticipate a response within six hours — but only 36 percent of companies actually respond within this time frame (Help Scout).

That sounds like a problem, but it's really an opportunity. Service Cloud's Smart Agent Console was designed with productivity in mind, so agents can solve cases with the fewest clicks. The compact case feed can be collapsed to take up less space or expanded to give the full context, all with a single click.

Cases from all possible channels are filtered into the Smart Agent Console so your agents

The Smart Agent Console was designed with productivity in mind, so agents can solve cases with the fewest clicks.

can multitask by handling cases from social media, phone calls, desktop and mobile apps — all in one spot. With the Smart Agent Console, everything you need is right in the feed — eliminating time-consuming searches across multiple databases. A next-generation search allows you to glean information from the feed and from related knowledge base records, all in one place.

All of the processes that make your service organization tick are actionable right in the Smart Agent Console feed, including escalating cases, creating work orders, and sending field technicians to a problem. Plus, inline editing enables you to change field values (like a phone number) right away. There are all sorts of productivity tools like hotkeys and macros help agents do more work with less clicks.

Keeping your customers happy is critical, and a fundamental component is answering their questions fast. It doesn't matter how well-informed your answer is — if you take too long to respond, that customer is already halfway out the door. A Customer Experience Impact 2010 report found that 55 percent of customers who stop doing business with a company do so because of a failure to get their problems resolved in a timely manner.

Fast service is a combination of agent productivity, top-of-the-line search functions, and solving problems in as few steps as possible. The Smart Agent Console has all of the key features to make speedy service a reality for your business.
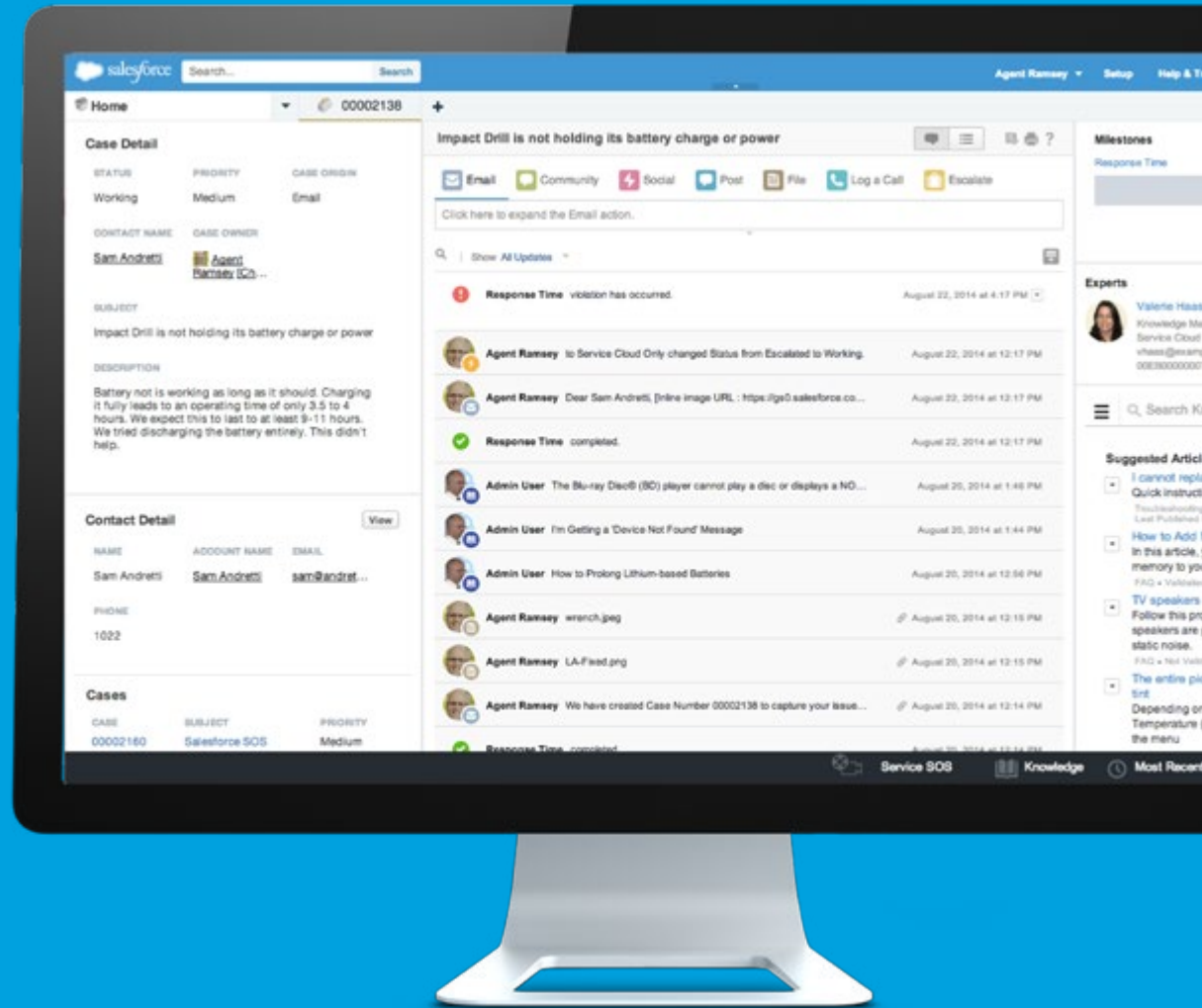
Conclusion

Your product is only as good as the quality of your customer service. With the Smart Agent Console you can deliver an unprecedented level of service to each and every customer from any device and across any channel. Service Cloud gives you the tools to not only meet, but exceed customers' expectations by providing personal, smart and fast service each and every time.

SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

Delivering amazing customer service is at the heart of what it means to be a Customer Company and connect with your customers in entirely new ways.

Learn more ›

34% Increase in customer retention

38% Decrease in case resolution times

39% Increase in agent productivity

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