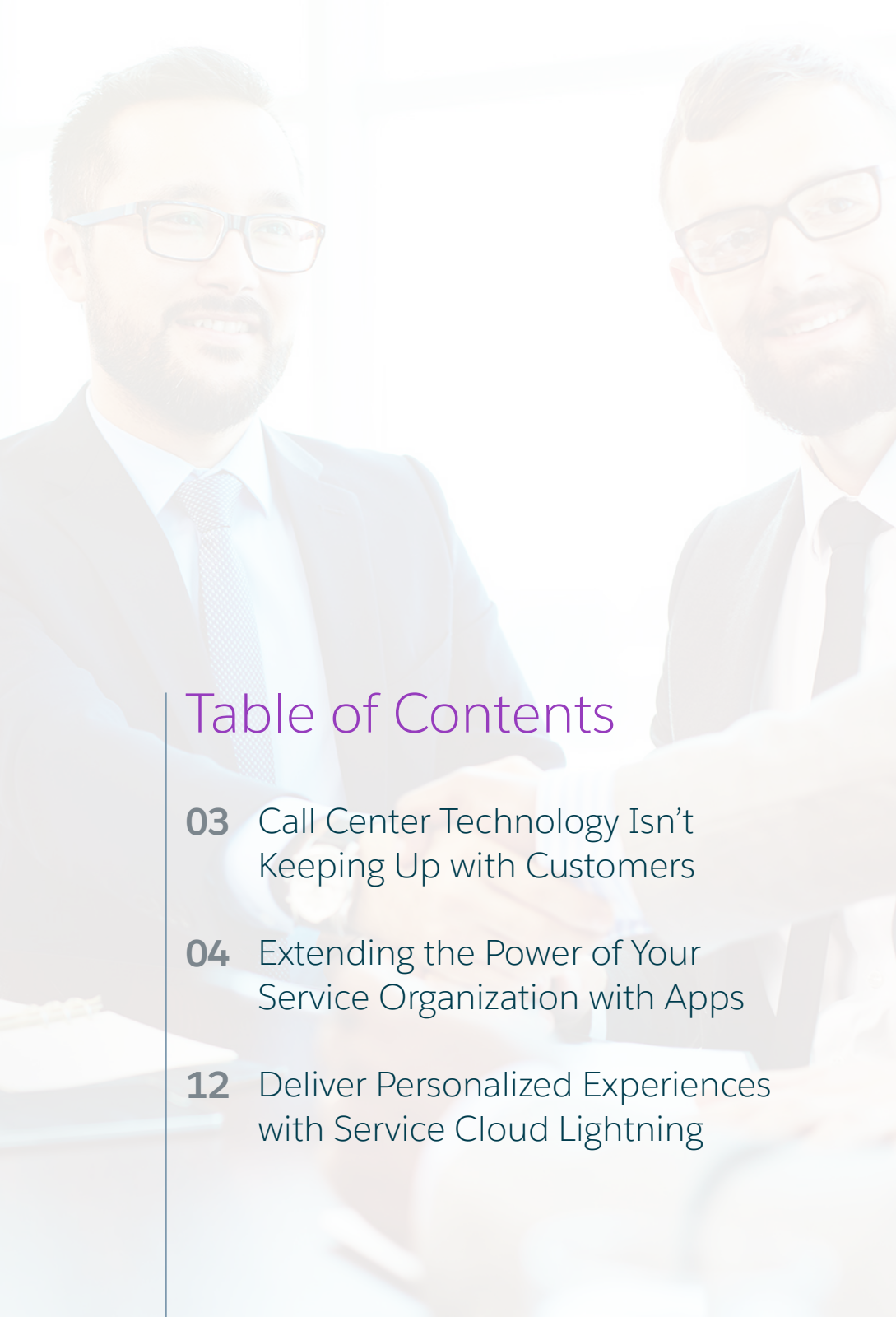


# 7 Apps to Supercharge Your Customer Service Experience



salesforce

service cloud



## Table of Contents

- 03** Call Center Technology Isn't Keeping Up with Customers
- 04** Extending the Power of Your Service Organization with Apps
- 12** Deliver Personalized Experiences with Service Cloud Lightning

# Introduction

Today's connected customers have fundamentally changed the role of the customer service contact center from a "necessary evil" to a strategic corporate imperative.

The internet, the cloud and rapidly evolving mobility have empowered customers with more choice, and with that choice comes a new expectation for superior customer experiences. They expect you to know them and expect instant gratification based on that knowledge. Customer experience is more important than product or price<sup>1</sup>, it fuels how customers choose what brands with which to do business.

This new reality has elevated the customer service contact center from the back room of reactive support afterthought to the frontline of proactive customer engagement that drives customer loyalty and competitive advantage. The challenge now is keeping up with the connected customer.

In this e-book, we'll explore the importance of customer service technology to meet the needs of today's customer, and some of the apps that make it possible.

<sup>1</sup> Source: Customers 2020 Report

# 1

## Call Center Technology Isn't Keeping Up with Customers

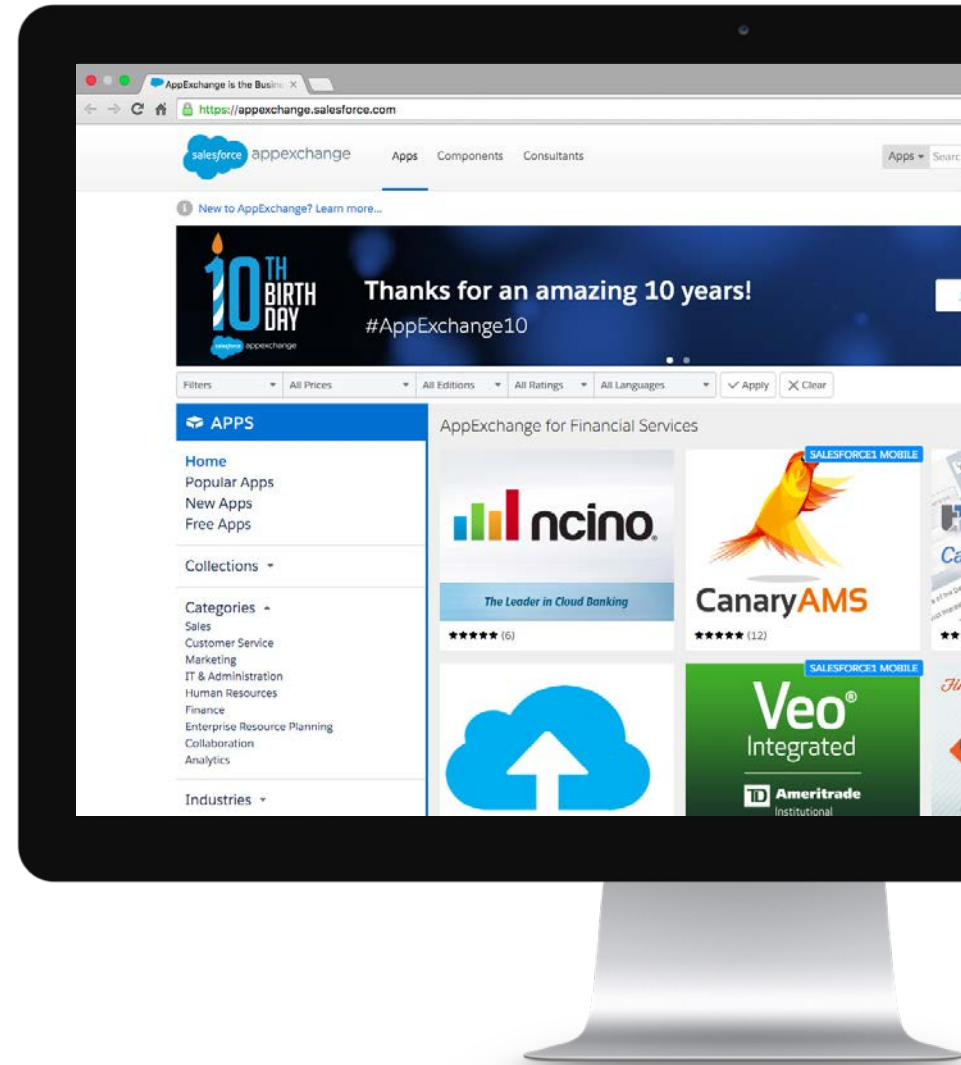
While customer expectations have evolved, companies have not. Most companies today are still using call center technology from the days when a 1-800 number was the only channel for handling customer service. These siloed, inflexible systems shackle the customer service department's ability to quickly address and adapt to their customers' ever increasing needs. Even more modern customer service applications are inadequate. They are still standalone products that stovepipe customer service rather than broaden customer experience management.

Keeping up with the rapidly evolving needs of today's connected customer requires a customer engagement platform designed for agility, flexibility and extensibility.

# 2 Extending the Power of Your Service Organization with Apps

Service Cloud Lightning is the #1 customer service solution in the world, and it's built on the Salesforce platform. The Salesforce Customer Success platform is the secret sauce that provides the business agility to adapt to customer and business needs, enabling rapid application customization, scalability, and continuous innovation with three major releases annually.

In addition to our own continuous innovation on the Customer Success Platform, Salesforce has opened up the platform to everyone else, creating the #1 enterprise app marketplace. With the AppExchange, you can harness new innovation instantly, tapping a vast partner ecosystem that includes thousands of apps built and accessible on the Salesforce platform. There's nothing else like it in the world. Here are seven exciting apps that give Customer Service departments the agility to continuously deliver differentiated experiences that drive customer loyalty:



# GetFeedback

## Online Surveys Built for Salesforce

GetFeedback is a powerful and intuitive online survey tool that allows Service Cloud users to get a complete picture of their customers. Survey questions can be mapped to specific fields within Service Cloud Lightning, providing the ability to create custom workflows, reports, and dashboards. Survey examples include customer satisfaction (CSAT) surveys that help you tap the voice of the customer to drive better service experiences, and Net Promoter Score (NPS) surveys that identify how likely customers are to recommend you to a friend.

[LEARN MORE](#)



*“Zenefits uses GetFeedback to measure customer satisfaction levels at every step of a customer interaction. Survey results are automatically associated with the customer record in Service Cloud enabling the right people at the company to monitor and react in realtime.”*

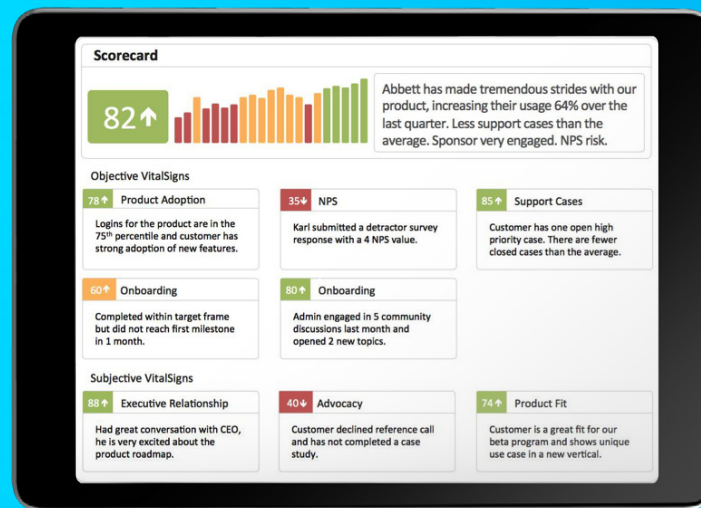
**Joshua Jackson**  
Business Operations, Customer Support

# Gainsight

## The #1 Customer Success solution – Built on Salesforce

Gainsight's Customer Success Management solution enables businesses to proactively manage their post-sales customer activity by identifying customer risks, expansion & revenue opportunities and by optimizing customer operations. Gainsight blends key sources of customer data to generate a comprehensive view of the customer's health. By proactively tracking and managing customer health scores, companies mitigate risk, drive customer satisfaction and adoption and create customer advocates by ensuring their success.

LEARN MORE



*“We have implemented a customer health score system and new cases are automatically created in Service Cloud based on the customer’s renewal date, including health score metrics – allowing us to engage with customers in a more relevant and timely way, which results in higher NPS and retention rates.”*

**Scott Romesser**  
VP Customer Care,  
Citrix Online

# Coveo

## Industry's #1 Enterprise Search Solution for Salesforce

Coveo is the intelligent search application for Salesforce that dramatically improves both self-service success and assisted service efficiency by presenting contextually relevant knowledge when and where it's needed. Powered by machine-learning, Coveo automatically recommends the most relevant content for every customer and support analyst, based on their specific task, from across your company's entire IT ecosystem (including SharePoint and any other on-premise or cloud systems).

LEARN MORE



*“What Salesforce and Coveo have done is to help us scale rapidly without adding additional costs and resources to do it – it’s great!”*

**Bill Parks**  
CIO, Sonus Networks

# Heywire

## Revolutionize your customer service with the top-rated text messaging app

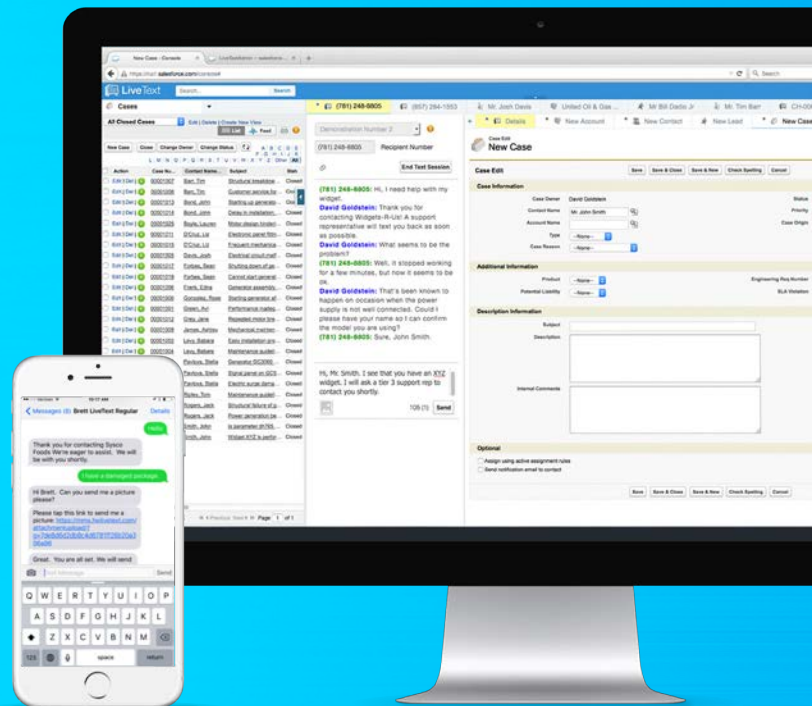
HeyWire connects your business with your mobile customers using two-way, conversational texting. Add texting to your existing 1-800 and business office phone numbers – the numbers your customers already know. LiveText Agent makes it easy to add SMS texting as communication channel for your contact center. Your agents can initiate or respond to 2-way text sessions with customers directly from their Salesforce consoles. Business Messenger is the perfect texting app for sales and service professionals. Use your existing office number to send and receive SMS messages with customers, also directly from Salesforce.

*“Anyone looking to engage with their customer in a more personal way, should be signing up HeyWire LiveText”*

**Robert Cahill**

Northwestern Technical Institute

LEARN MORE





# NewVoiceMedia

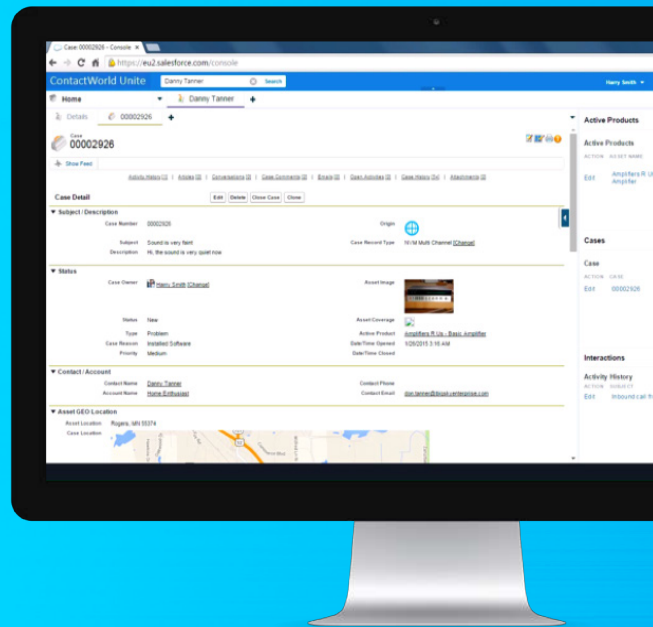
## Cloud CTI Solutions for Contact Centers

NewVoiceMedia is an intelligent communications platform that integrates directly with Salesforce. Their powerful computer telephony integration (CTI) with Salesforce ensures every customer interaction is personalized and efficient. Customers are automatically routed to the best agent, and agents can easily handle every call through a single Service Cloud desktop. NewVoiceMedia ContactWorld for Service enables screen pops, call tracking, call recordings, and call analytics all through Salesforce—enabling your business to leverage the data in Service Cloud to create conversations that improve both your service and agent experience.

*“The integration of caller line identification with Salesforce Service Cloud has reduced call lengths by up to 20%”*

**Mike McCarron**  
VP Customer Success, MobileIron

[LEARN MORE](#)

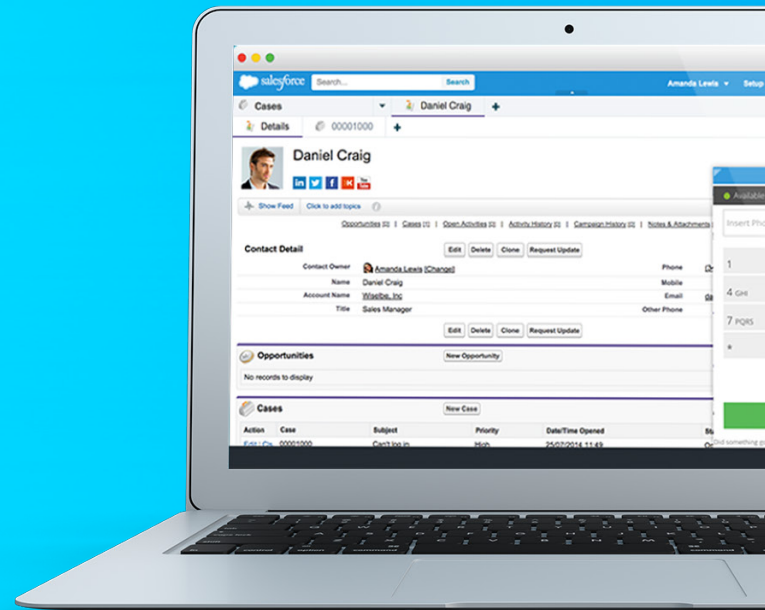


# TalkDesk

## A new breed of call center software, fully integrated with Salesforce

Talkdesk's cloud-based call center solution seamlessly integrates advanced telephony features such as skills-based routing and a multi-tiered IVR into the Service Cloud Lightning console, making it easy for agents to deliver best-in-class service and faster resolution. When calls are received, screen pops automatically display the customer's name and interaction history in the Service Cloud Console, enabling agents to have personalized conversations with every caller. Call recordings and outcomes are logged in Salesforce and can be used to automatically initiate events to optimize workflows and increase agent productivity. With native real-time and historical reporting, businesses are empowered to make data-driven decisions.

LEARN MORE



*“Talkdesk’s CTI and deep integration with Salesforce Service Cloud enables us to provide a great customer experience which results in higher customer satisfaction while streamlining the agent experience across our enterprise.”*

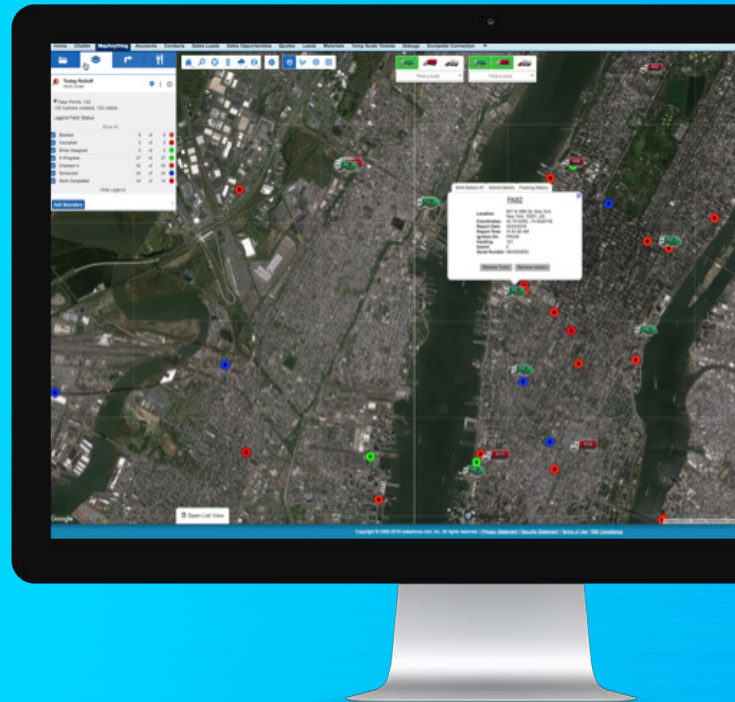
**Chad Boonsupa**  
Sr. Director of Customer Experience,  
Chloe + Isabel

# MapAnything

## Maps, Mapping and GeoAnalytics Made Easy!

With the recent release of Service Cloud Field Service Lightning, companies can, for the first time, offer their customers a complete and integrated service experience from phone to field. MapAnything augments Field Service Lightning with fleet management, service territories, asset and work order mapping. The result is more on time appointments and happier customers.

LEARN MORE



*“Using Salesforce plus MapAnything Live for fleet tracking has enabled us to service our customers with fewer dispatchers, handle exception worker orders without disrupting operations, and automate billing processes. We consolidated multiple disconnected systems into a single view, saving us time and money on a daily basis.”*

**Mike Cardella**

President/CEO, Westside  
Environmental

# Deliver Personalized Experiences with Service Cloud

Service Cloud Lightning is the #1 customer service application in the world, helping organizations deliver faster, smarter and more personalized customer experiences. Built on the #1 cloud platform for business, Service Cloud Lightning is the only solution that seamlessly connects every customer touchpoint across every phase of the customer journey, giving you a 360 degree customer view that enables personalized 1:1 relationships.



# Conclusion

To meet the ever-changing expectations of today's connected buyer, customer service departments need to operate at customer speed, or risk losing them. Whatever the "next big thing" that customers are going to expect, Salesforce provides the agility to meet the need— fast. This e-book has highlighted just a few examples of the hundreds of partner apps available through Salesforce to support the evolving needs of customer service departments. The collective power of our ongoing innovation on the world's #1 customer service application, Service Cloud Lightning, and the #1 Cloud Platform, combined with the innovative capacity of hundreds of partners developing new apps is the best way keep service-focused businesses one step ahead of their customers—and the competition.

[LEARN MORE](#)



**CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY**



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

© 2016 salesforce.com, inc. All rights reserved.