



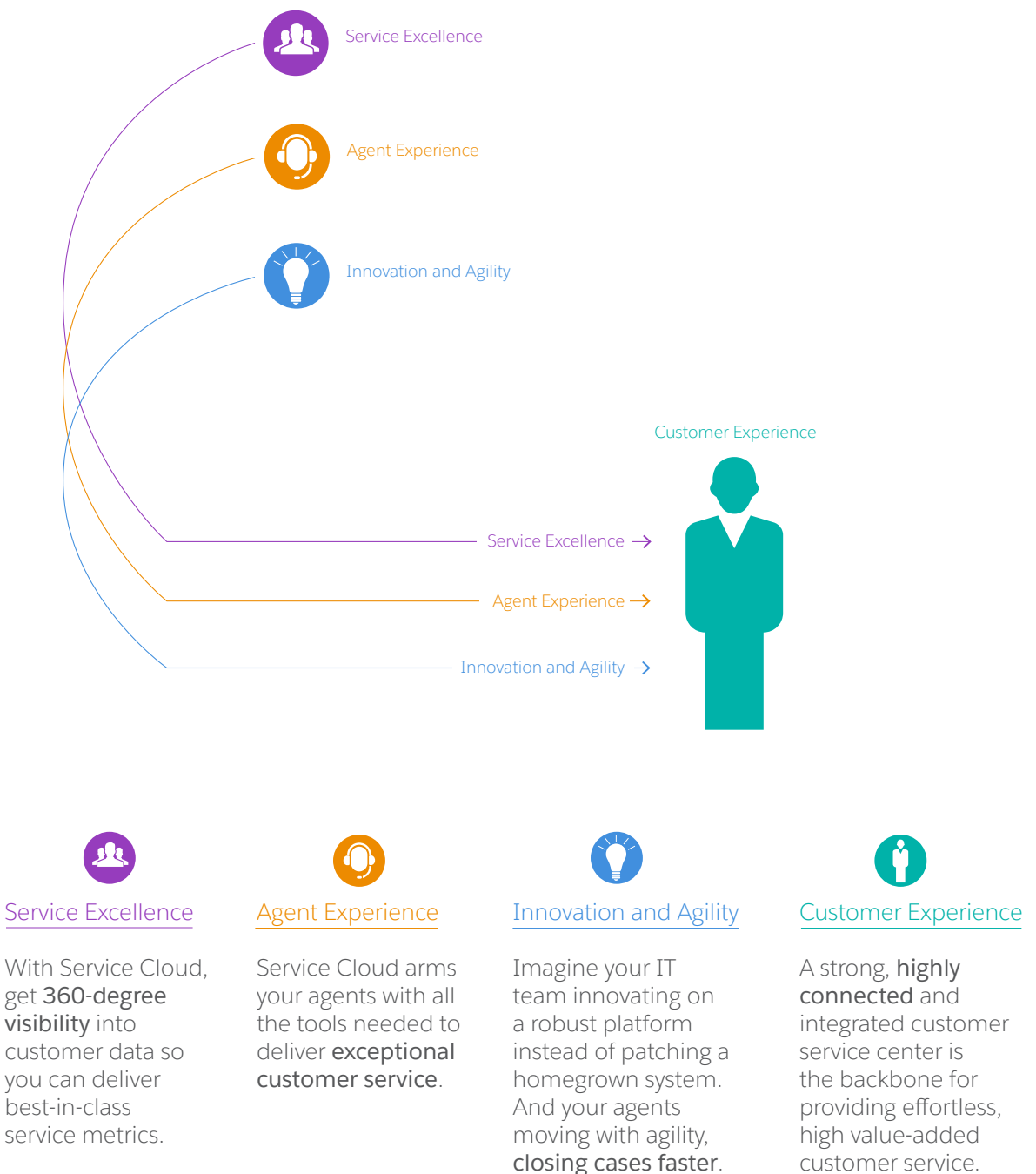
## Transform your Customer Experience with Service Cloud from Salesforce

Deliver value to your customers through your agents, your service center, and your entire organization when you switch from a homegrown solution.

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The universe of customer service is rapidly expanding. From traditional channels like telephone and email, to mobile and social channels, customers have increasing expectations for your company's capacity to provide service on their terms.

Often, companies delivering customer support on a homegrown system struggle to deliver consistent and scalable service relative to rapidly changing customer expectations. With Service Cloud from Salesforce, companies can quickly innovate and continuously improve their customer service experience.



## Service Excellence

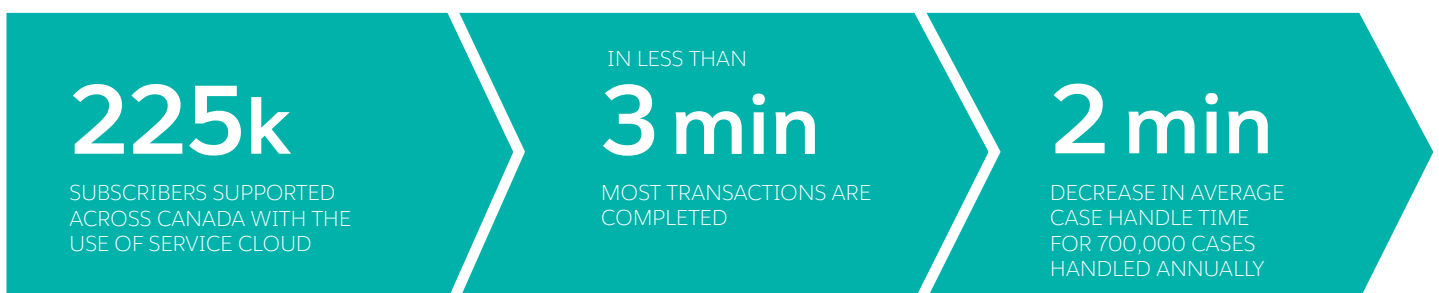
Excellence in customer service can be measured by a variety of common metrics. Customer retention, customer satisfaction, increased case deflection, and decreased case handle time are all hallmarks of Service Cloud implementations. But it also is defined by something less measurable: the feeling that your customers get when they interact with your brand.

More and more, customer service is an integral component of your product offering. The service experience is, quite often, part and parcel to the product itself. And if this is the case, providing white-glove, personalized service is an easy way to elevate your brand relative to the competition.

### Case Study: XPLORNET

Xplornet is Canada's largest rural broadband service provider. The company uses fixed wireless towers and satellites to deliver broadband Internet service to more than 225,000 subscribers spread across large and sparsely populated areas of the world's second largest country.

By 2010, Xplornet was outgrowing its homegrown system and needed to put its customers first in order to provide necessary levels of support. Service Cloud became the single point of truth for its contact center agents. The company's frontline agents are empowered to handle more actions directly, with integrated service across the billing and provisioning applications, the website, and customer portals. For example, a call to upgrade a customer's Internet speed took 23 minutes before the switch; with Service Cloud, the same interaction takes only three minutes.



## Agent Experience

The intelligent agent console gives agents instant access to the knowledge base for integrated collaboration. It seamlessly connects to social channels and live chat for multichannel versatility. And on average, your agents are 47% more productive, cases are solved 48% faster, and first contact resolution is 47% better.

It all starts with the console. Unlike homegrown solutions, the Service Cloud console gives agents all the tools they need to work smarter and faster. Additionally, this streamlined, intuitive interface gets new agents up and running 45% faster on average.

## Case Study

A leading U.S. hospital, located in California, migrated to Service Cloud from a homegrown system in February 2014. It was faced with a particular challenge: support a multi-hospital, multi-clinic, and geographically dispersed physician health system. The hospital also needed to integrate numerous patient call centers that historically had not shared information across the organization, into a more cohesive and collaborative group.

It leveraged Service Cloud to streamline processes, automate physician notifications, and create a content library giving agents access to precise and accurate answers to patient questions – a crucial necessity in the health care industry.



## Innovation and Agility

Implementing Service Cloud in your customer care center is a great way to free up your IT department to innovate, rather than fix or expand homegrown systems. Plus, with three automatic updates a year, innovation is built into the Service Cloud DNA.

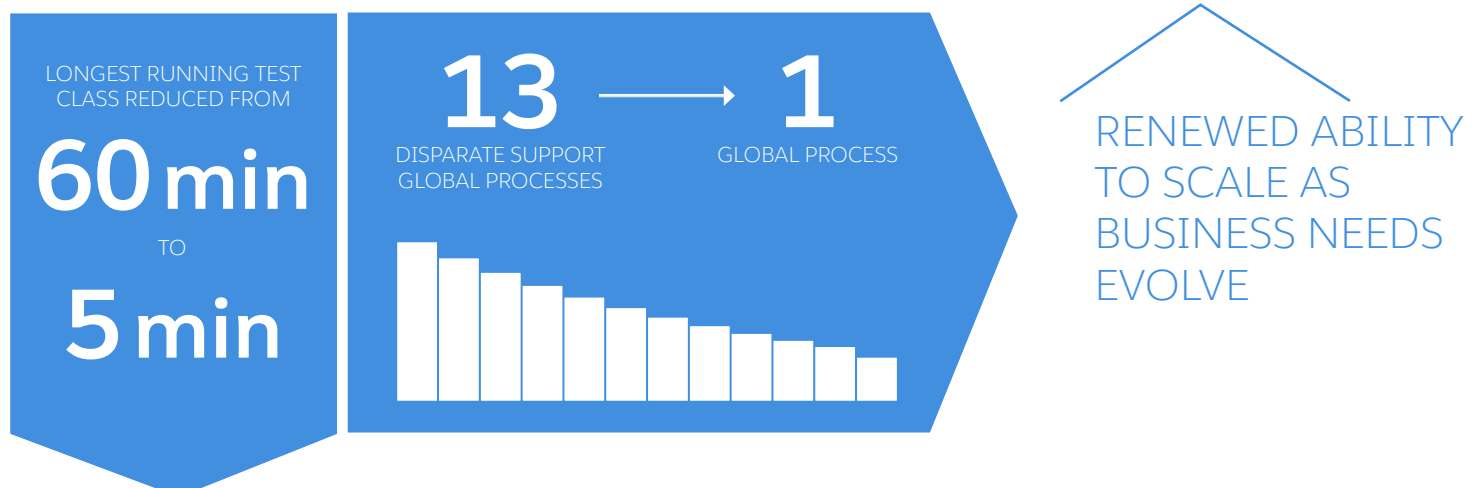
And agility goes hand in hand with innovation. One enables the other. The time saved from maintaining a homegrown system can be repurposed to

great effect. Scale up, quickly, safely, and easily. Adapt to new regulations quickly. Take on new products and projects. Even free up time to tackle backlogged projects.

### Case Study: Symantec.

Symantec – a Fortune 500 company and one of the world’s largest producers of software for security, storage, backup, and availability – replaced a homegrown customer service solution with Service Cloud starting in May 2014. The company needed a contemporary and innovative solution that would infuse best practices into an environment that needed modernization and risk mitigation.

With Service Cloud, Symantec has simplified case management, increased agent productivity, reduced case resolution time, and enhanced the customer support experience. Moreover, with the success of its agile transformation initiative, Symantec has reduced technical and process barriers and is leveraging Service Cloud as a catalyst for innovation.



## Customer Experience

Your customers are the lifeblood of your business. Increasingly, a primary differentiator between businesses that excel and those that don't is found in the area of customer service. The experience that customers have when interacting with your brand is more important than ever before. And a disjointed, disconnected, slow, or ineffective customer service experience can ruin the relationship. The key to consistent, reliable service starts with a strong integrated platform.

Service Cloud streamlines the customer experience and the console puts all of the relevant information right at an agent's fingertips. No toggling back and forth between applications and screens. The agents have a 360-degree view of the customer that can be integrated with your organization's sales and marketing functions. Everyone wins. The customer gets an upleveled experience that increases loyalty and your agents work more efficiently in providing it.

## Voice of the Customer Survey 2015

Over the past 24 months, Salesforce surveyed hundreds of customers worldwide who had switched from a homegrown, in-house developed solution to Salesforce. Due to the benefits of the Salesforce Customer Success Platform, customers have experienced the following benefits – on average – over their former homegrown solution.

