

# Unlock The Powers Of Community Cloud Collaboration





# Introduction

Successful leaders know that their companies have a competitive advantage when they align their employees and build long-lasting relationships with customers and partners.

We live in an era of unprecedented connectivity, where access to online forums, discussion panels, and surveys have helped employees, customers, and partners connect, work together, and share feedback and ideas.

Your investment in Salesforce is an investment in collaboration that drives superior innovation. It gives you the tools you need to give your team a voice, empowerment, and the ability to invite new perspectives to the conversation.

Salesforce experts are here to help you take advantage of this powerful collaboration tool and transform your community.

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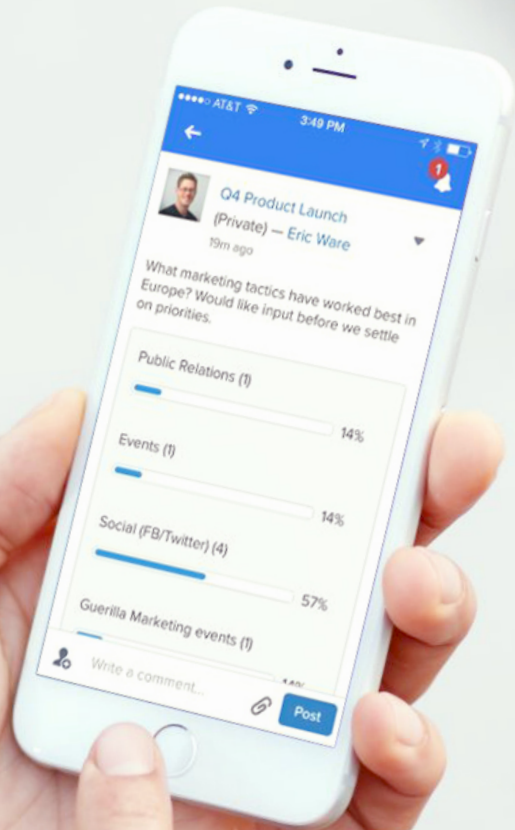
A man and a woman in business attire are walking in a city. The man, on the left, is bald and wearing a dark blue suit jacket over a light blue shirt and a blue sweater. He is holding a white tablet and looking at it. The woman, on the right, has long red hair and is wearing a black blazer over a blue top and grey trousers. She is carrying a black handbag and looking at the tablet. They are walking on a sidewalk with a modern building in the background.

## CHAPTER 1

# ENGAGE YOUR EMPLOYEES

There's knowledge inside your company. Help everyone find, use, and share it.





We all know what it's like to try to find the person with the right information or skills to help resolve a case or close a sale. Leveraging Chatter in the right way can help you find that information quickly.

Chatter is designed to share ideas, ignite discussions, build online teams, and distribute files, reports, and records. It's a collaboration engine that helps teams work together better, serve existing customers more efficiently, and win new customers faster. The more effectively you use it, the better it can serve your business.





Here are some tips to help all your users get the most out of Chatter:

- 1 Follow the right people.**  
Pay attention to top executives, successful salespeople, and other influencers within your company. Be selective with your membership and follow the people who add value to your job.
- 2 Keep the right people informed.**  
Make sure you're sharing relevant files and insights with everyone involved in each deal by @mentioning them. This lets everyone involved to stay in the loop and/or join the discussion – helping close deals faster.
- 3 Create Groups.**  
Chatter users report having 27% fewer meetings. Chatter lets you collaborate in real-time with the people that support you and your accounts. You can make groups private to keep discussions confidential, or make groups open for everyone to join. You can even invite your external customers to join the conversation.
- 4 Leverage experts more effectively.**  
Quickly identify the experts you need in your community by searching pages, topics, and groups. Then connect with them in groups or 1-to-1 to get the best answers to your questions.
- 5 Go mobile.**  
Chatter is built for any mobile device so you can update your status, post comments, and upload documents on-the-go. When you stay connected to the people and records that matter most, you'll never miss out on important developments.



## Fast, focused engagements help you master Chatter.

Salesforce Accelerators for Chatter can help you configure your Chatter to serve your business better. These fast, focused engagements team you with Salesforce experts who'll take the time to understand your business, processes, and goals to help you maximize your investment.

### Chatter for Small Business Accelerator

Learn how to leverage Chatter to help your employees access the files, data, and experts they need to work more effectively with the Chatter for Small Business Accelerator. You'll work with a certified Salesforce expert who will show you how Chatter can help your business grow faster.

### Chatter for Sales Managers Accelerator

Arm your sales managers and their teams with the best practices they need to use Chatter to reach sales goals. The Chatter for Sales Managers Accelerator certified expert will provide you with the recommendations that will help your teams close more deals, faster.

Want to learn more about Accelerators for Chatter?

[CONTACT US](#)

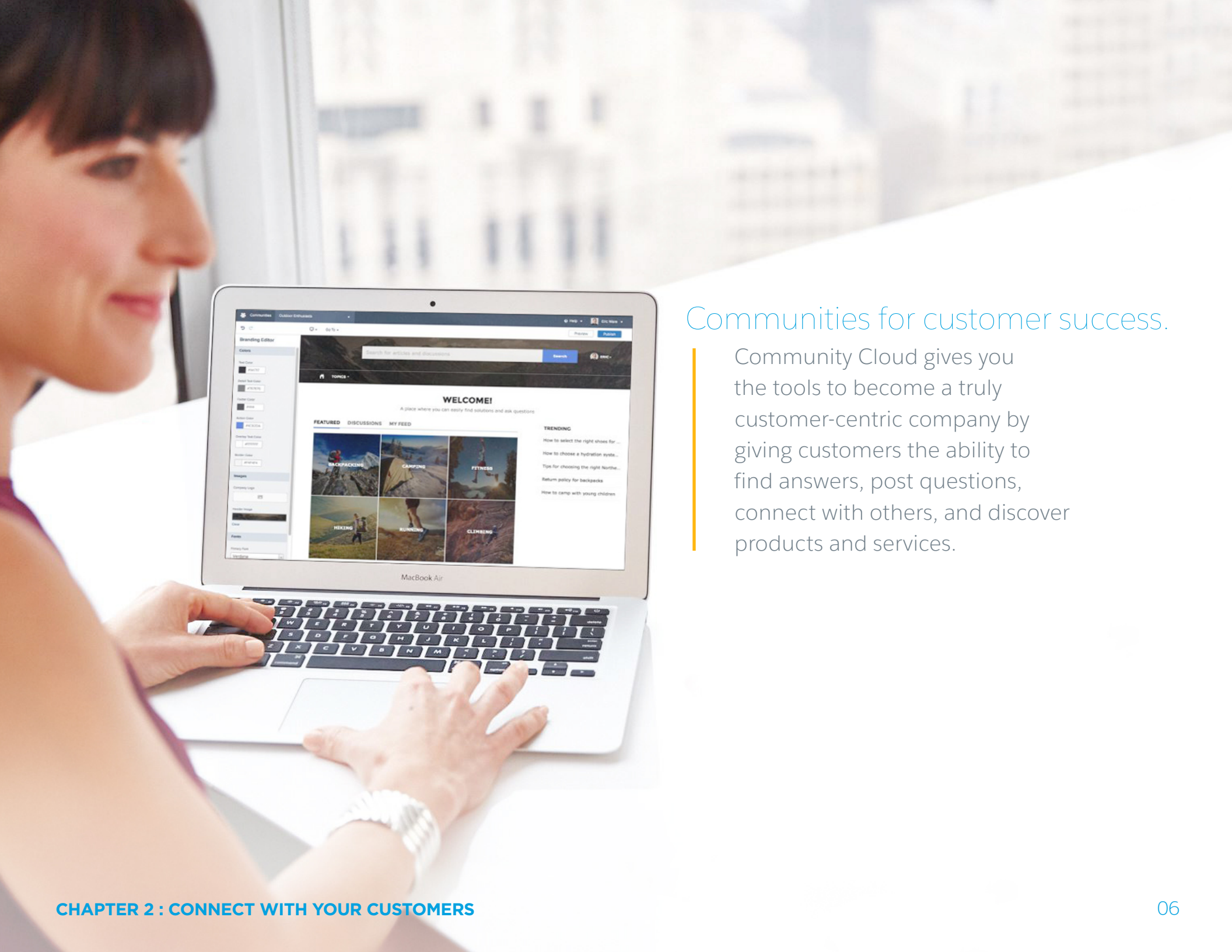


A man and a woman are looking at a smartphone together. The man, wearing a blue shirt, is pointing at the screen. The woman, wearing a white top and a pink scarf, is smiling. They are standing in front of a large window with a wooden frame. The background is slightly blurred, showing an office or retail environment.

## CHAPTER 2

# CONNECT WITH YOUR CUSTOMERS

Making the most of Salesforce's collaborative potential doesn't end with your employees.



## Communities for customer success.

Community Cloud gives you the tools to become a truly customer-centric company by giving customers the ability to find answers, post questions, connect with others, and discover products and services.



Here are six factors of community success to keep in mind:

1

### Be where your customers are.

Your customers expect to have all of the information they need at their fingertips. Community Cloud gives you the tools to build a customer community that integrates seamlessly with your customers' channels – maximizing impact on search engine results.

2

### Go mobile.

Today's customers do everything on mobile. Community Cloud adapts to a mobile first world with responsive design elements, ensuring a consistent user experience on every device.

3

### Seed your community with quality content.

Tackle frequently asked questions by posting targeted content. Topical content seeds answers to your FAQs as conversations and helps drive engagement. However, not all content is evergreen, so cull dated material regularly. Finally, leverage your content to engage your customer community to help you develop and improve on your products or services.

4

### Work to increase participation and motivate advocates.

A thriving community relies on high participation and advocacy. Lean on your community managers to be active in conversations and connect customers who share common challenges. To motivate advocates, start by identifying your champions—the people who are the most active and valued within your community. Treat them to perks, like exclusive access to new products before launch. Most champions love non-monetary incentives and appreciate the connection with the company.

5

### Know when to get out of the way.

Sometimes you have to step back and let your community members and champions do the talking. When you designate a specific waiting period before responding, or reach out to specific champions to see if they want to respond, you train and empower community members to step up. This gives your community members a sense of purpose that helps you get the most from your community.

6

### Understand the health of your community.

It's important to track key statistics such as total number of visitors, revisits, users, new users, etc. Your most critical metrics will be determined by your overall community strategy. For example, a B2B company with a sophisticated lead nurturing program may want to assess the depth and quality of community conversations, while a B2C company that serves millions of customers may be more interested in tracking breadth of engagement.





## Build stronger communities with the help of Accelerators.

The stronger your grasp of Community Cloud, the better your community. If you need help, Community Cloud Accelerators can get you on the right track quickly. The experts who lead these engagements help you build a community blueprint based on your unique business needs and desired outcomes:

### Community Cloud Customer Community Quick Start Accelerator

Utilize Community Builder to create an engaging, branded customer experience with the Community Cloud Customer Community Quick Start Accelerator. Salesforce experts will help you define and plan the most effective community strategy to help reach your full potential.

### Customer Community Design Accelerator

Get support developing key strategies for success and align your teams around your community personas, touchpoints and member journey. The Customer Community Design Accelerator can provide support and also deliver the capabilities and top technical considerations you need to meet your business objectives.

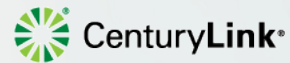
Find out how to get the most out of your customer communities.

[CONTACT US](#)



*“We wanted a customer community, but didn’t know where to begin. The Accelerator asked the right questions and helped us successfully deploy a customized community.”*

*Richard Saunders  
Community Manager*





### CHAPTER 3

# EMPOWER YOUR PARTNERS

Increasing partner collaboration through Community Cloud has an enormous impact on your business.





By building a community that provides an effective collaboration channel for your business partners, you'll tap into vital insights that can convert prospects to customers faster.

## Here are some benefits of a partner community built through Community Cloud:

1

### Streamlined relationships.

Remove friction from your partner sales relationships and accelerate your channel sales with Community Cloud. Start by creating private, branded communities that partners can access at any time.

2

### Seamless Sales Cloud integration.

Community Cloud is completely integrated with Sales Cloud, so partners have access to a full CRM for accessing leads, registering deals, and moving opportunities through the pipe.

3

### Collaboration and Team Selling.

With full Chatter collaboration on records, it's easy for partners to work together and for your team to close deals quickly.

4

### Super-charged content.

It's easy to include rich media content in your community and also give partners access to critical files and content. Partner homepages house recently viewed sales collateral and featured content while making it easy to surface recommended additional content.

5

### Single destination for partners.

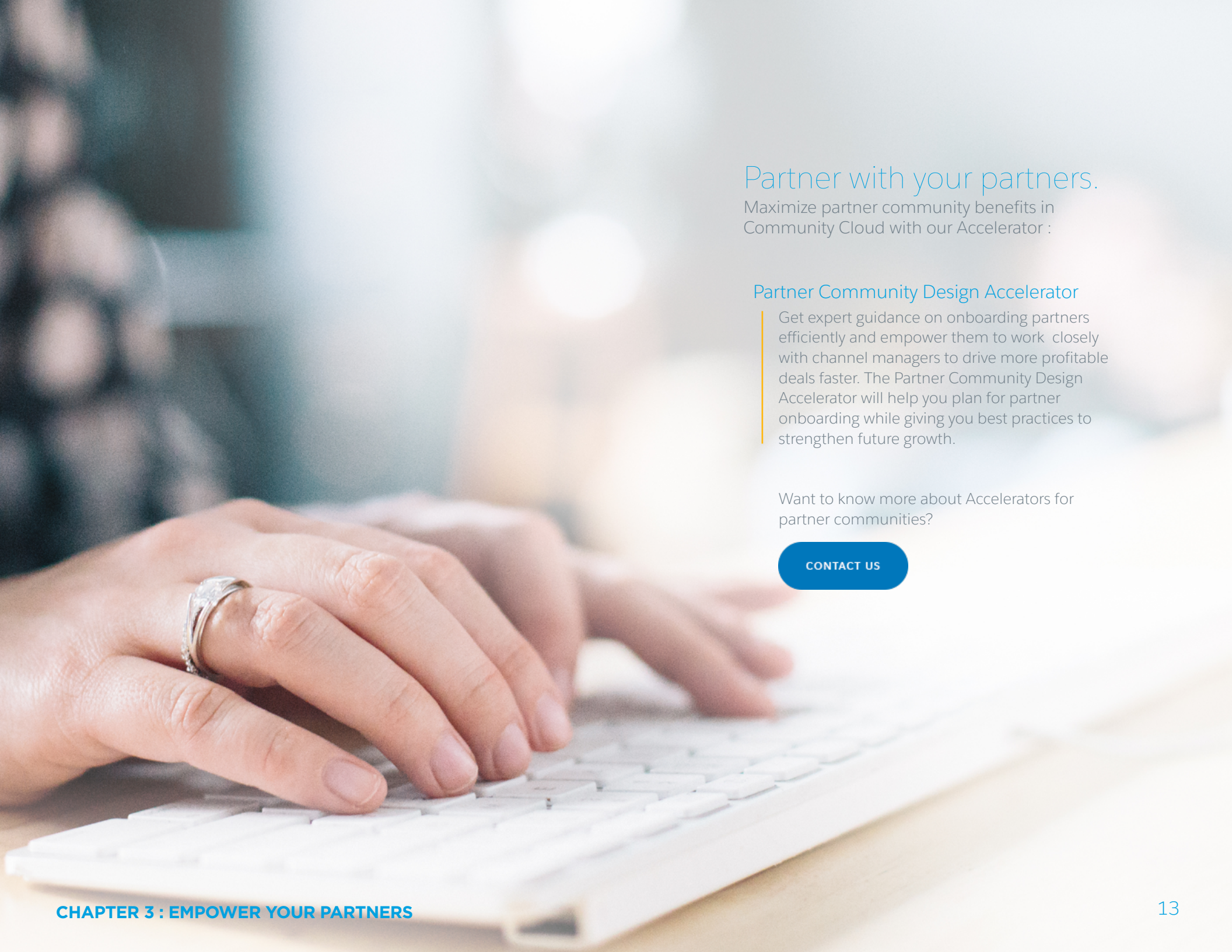
You can integrate third-party data and business processes right into the community, so your partners can access all of your resources through one destination.

6

### Seamless mobile experience.

The Salesforce1 mobile and native apps are built on responsive technology for an optimized mobile experience. Additionally, you can optimize your partner community through responsive page templates or build a custom app.





## Partner with your partners.

Maximize partner community benefits in Community Cloud with our Accelerator :

### Partner Community Design Accelerator

Get expert guidance on onboarding partners efficiently and empower them to work closely with channel managers to drive more profitable deals faster. The Partner Community Design Accelerator will help you plan for partner onboarding while giving you best practices to strengthen future growth.

Want to know more about Accelerators for partner communities?

[CONTACT US](#)

## Use Community Cloud Accelerators to unlock your community's full potential.

One of the best ways to build customer loyalty, increase collaboration, and enhance engagement is to build an active Community Cloud. No matter what your goals are, we have custom Accelerator engagements that will help you build a robust, value-driven community.

View our full Accelerator catalogue to find the engagement that's right for your business.

[LEARN MORE](#)

Or talk to an expert today at 1-800-667-6389

