



ABOUT CENTURYLINK

CenturyLink is a leading technology service provider that transforms businesses through its extensive portfolio of communication, hosting, cloud, and IT solutions. As an S&P 500 company, CenturyLink is also the third largest telecommunications corporation in the United States. With an impressive history of successful acquisitions and internal expansions, company leaders rely on Salesforce support for forward-thinking insights and help transitioning into the modern era of telecommunications.

SALESFORCE SOLUTIONS

Community Cloud, Customer Community Design Accelerator



CenturyLink makes stronger connections with the Customer Community Design Accelerator.

CenturyLink started as a traditional telephone company, and in the 80 years since has evolved into a successful technology service provider. With progressive offerings like network data management, cloud-based solutions, and IT consulting, it's a bit surprising that for many years the company's customer feedback programs had been stuck in the past.

Company leaders saw the need to fix their customer engagement strategy, so they used Salesforce Cloud Services to help transform their legacy feedback programs into something more modern and customer-centric.

Salesforce experts hosted a workshop for CenturyLink department managers. Together they devised a plan of action: use Community Cloud solutions to create a custom environment where teams can engage and interact with customers on their highest-priority subjects.

But project managers weren't sure where to begin. The job called for advanced IT support, which wasn't readily available in-house. And with current budgets, hiring an outside vendor wasn't an option.

The solution? Call Salesforce for help. As Richard Saunders, community manager at CenturyLink, put it, "Accelerators to the rescue."

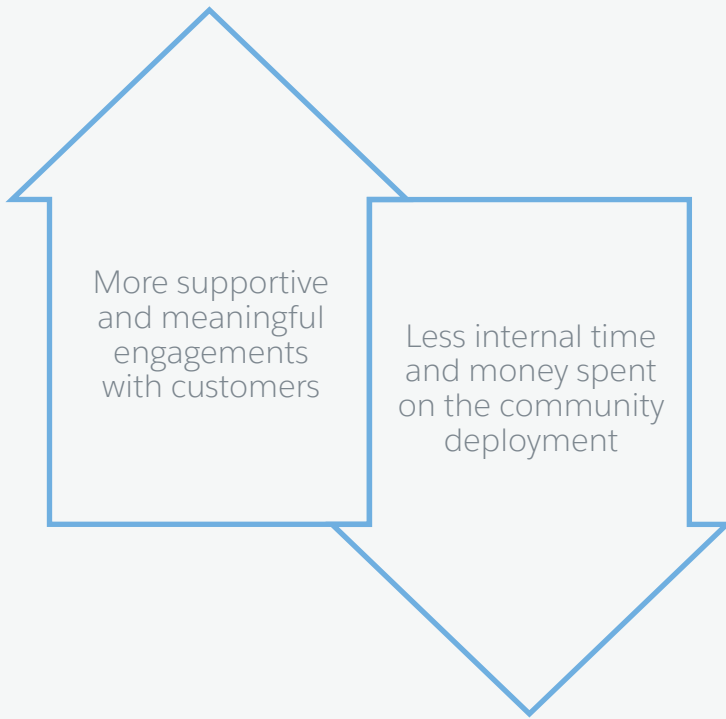
Salesforce Accelerators are targeted service engagements that help solve common business challenges, fast. For CenturyLink, the Customer Community Design Accelerator was exactly what was needed.

A Salesforce developer group went straight to work on CenturyLink's new community landing page. Tailoring it to specific company needs, they built portals for customer collaboration, FAQs, best practices, and idea sharing.

Sticking to a tight turnaround, the new and improved customer feedback community was ready for rollout faster than anyone anticipated.

As a result of the Accelerator, CenturyLink saved time and money, while avoiding troubleshooting headaches. More importantly, the product and marketing teams benefit from better communication, and customers are happier. The Accelerator even paved the way for easy customization and design integration as new needs arise.

Lastly, thanks to everybody involved, CenturyLink transformed into a more innovative customer experience within the telecommunications space.



“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
CenturyLink

SALESFORCE CUSTOMER SUCCESS STORY: CENTURYLINK

CHALLENGES

CenturyLink’s feedback approach was stuck in the past and not customer-centric.

Limited budgets and experience held internal teams back from developing solutions.

Managers didn’t know where to even start, or how a new service system should even be implemented.

SOLUTIONS

CenturyLink worked with Premier Success teams and the Customer Community Design Accelerator to:

- Gain company insights and define use cases through a Salesforce workshop
- Develop a complete B2B feedback community for its customer experience teams
- Document a roadmap of phases and goals moving forward

RESULTS

CenturyLink’s community fostered more focused and involved customer engagement.

Money and time was saved using the Accelerator for development and strategic needs.

Salesforce guidance provided the expertise internal teams were missing.

A flexible community that can be easily customized and designed down the road was put in place.

PRODUCTS AND SERVICES

Community Cloud
Premier Success
Customer Community Design Accelerator