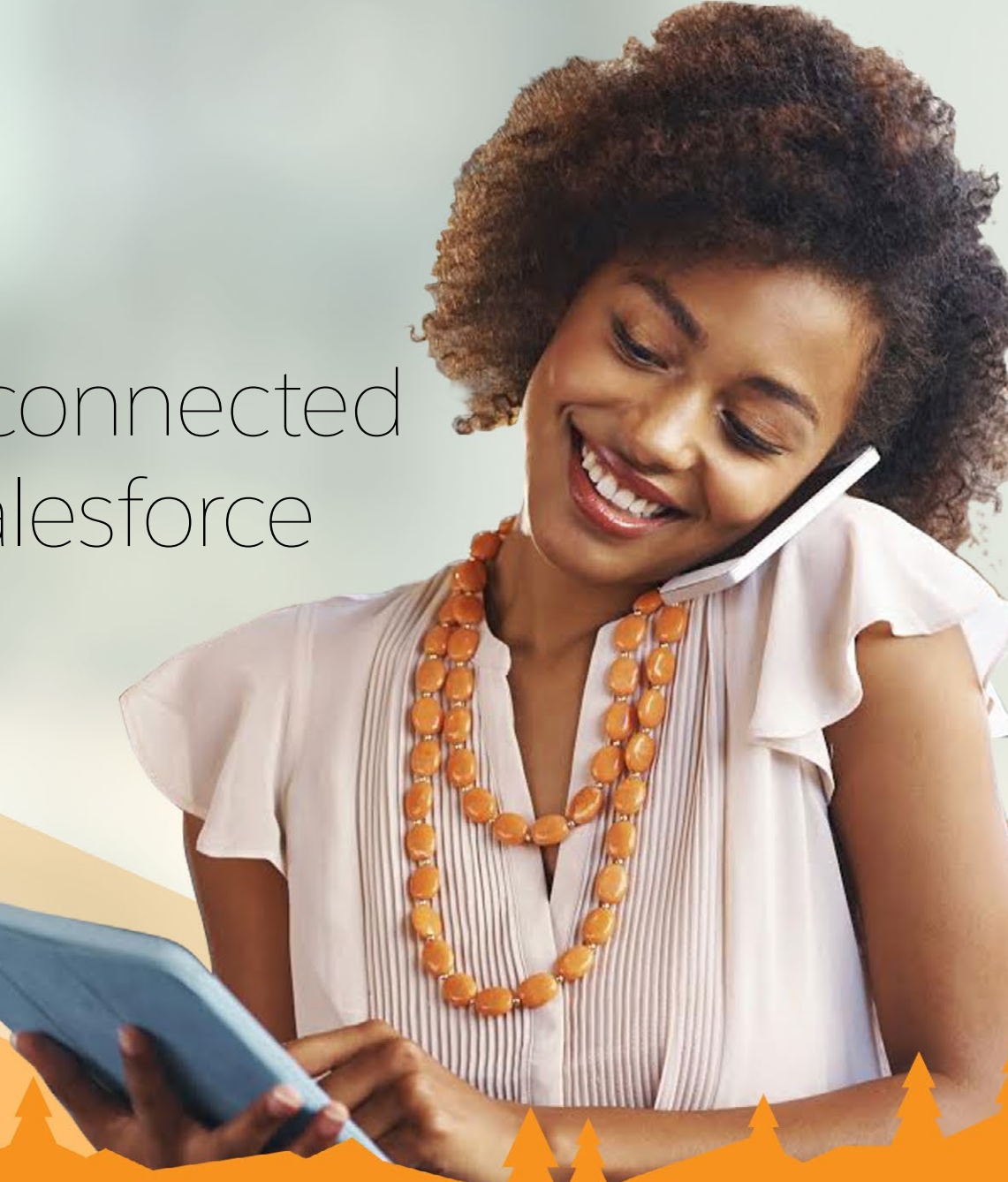




Give customers a connected experience with Salesforce Success Cloud.

Get guidance, support, and training to reach your marketing goals.



We'll help you blaze a new trail to success.

Business has entered a new era: The Age of the Customer.

Your customers are more connected than ever, and they expect more from every interaction. They want suggestions so accurate, it's like you read their minds. They expect service agents to know their history and resolve issues quickly. They want information tailored to their interests. And they want to access your products and services 24/7.

Marketers are leading the drive to create seamless customer experiences. They're mapping customer journeys, using data to deliver custom content, and connecting with customers across multiple channels – mobile, social, and email.

For many companies, Salesforce is a key part of this transformation. The Customer Success Platform has the potential to help you get smarter and more predictive about customers, build new apps, run your business from anywhere, and connect to your customers in a whole new way.

Salesforce Success Cloud is here to help all our customers get the most out of Salesforce and reach their goals faster.

Salesforce Success Cloud connects you with certified experts, consultants, and innovative tools that work across your organization to help you achieve your goals, from automating marketing to boosting campaign ROI. Our experts draw on more than 17 years of experience with more than 150,000 Salesforce customers to give you advice and best practices at every stage of your journey.

The Age of the Customer brings opportunities for growth and innovation. Salesforce Success Cloud is here to help you navigate changes and blaze a trail to new heights.

We focus on three key pillars to help you succeed:

ALWAYS-ON
EXPERTISE
from advisors
who know
Salesforce best

DATA-DRIVEN
INSIGHTS
from our unique
view into the cloud

DESIGN-LED
INNOVATION
to help you create
experiences
customers love

Table of Contents

Step 1	Get a plan to succeed at every stage of your journey.....	4
Step 2	Tap into the right guidance, support, and training.....	6
Step 3	Find your path to success.....	9
Step 4	Get ready to reach your goals.....	16

AM

x

div

< />

body

0101

head

1004

query

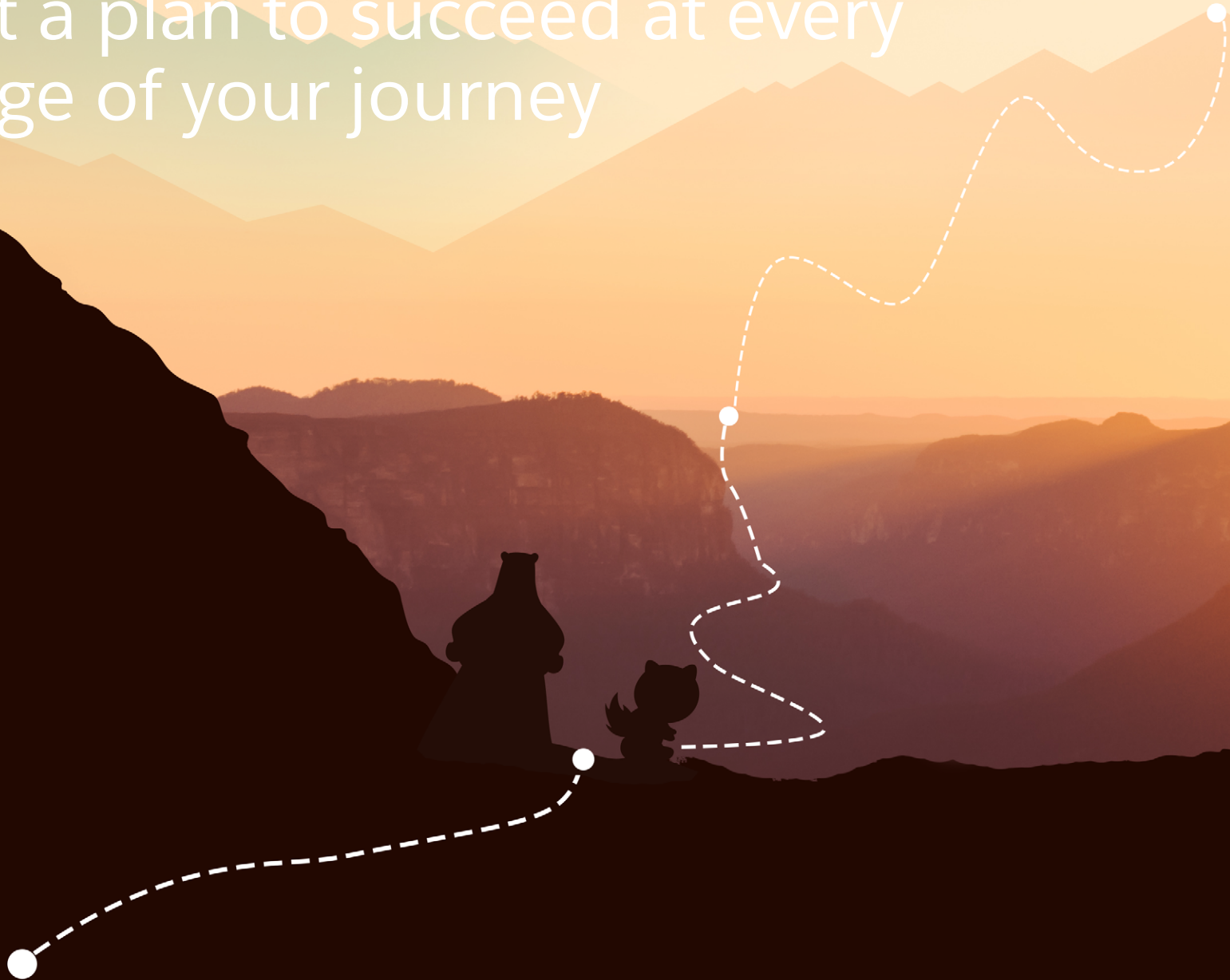
1005

script

1006

STEP 1

Get a plan to succeed at every stage of your journey



Success Plans

No matter where you want to go, you'll get there faster if you have the right plan. Success Plans give you guidance, support, and training. You get technical and product expertise from the source to help you resolve issues quickly and keep your Salesforce performing at its best. Finding the right plan depends on how far you want to go, and how fast.

Standard Success Plan

Every Salesforce customer starts with a Standard Success Plan. This plan gives you tools to learn how to use Salesforce and handle technical challenges. You get access to Trailhead learning paths and self-guided resources, including communities and expert webinars. You can also submit service cases online, and get a response within two business days.

Premier and Premier+ Success Plans

Premier Success Plans give you tools and expert support to help you use Salesforce effectively and get more value from your investment. You get everything in the Standard Success Plan, plus access to 1-on-1 coaching to help you streamline tasks. With Premier, you also get a one-hour response time to critical support cases and 24/7 phone and online support. Upgrade to Premier+ and add certified administrators to maintain and update your Salesforce platform.

Signature Success Plan

The Signature Success Plan is our most personalized, proactive plan. Signature Plans give you all the benefits of our other success plans, plus access to a team of technical and business experts focused on helping you succeed quickly. A designated team of engineers gives you always-on support to keep your solution performing its best.

STEP 2

Tap into the right
guidance, support,
and training.



THIS WAY TO
Success

Where do you want to go?

No matter where you want to go, Salesforce Success Cloud will help you get there. You get the tools and support you need to succeed. Our services break down into three categories, based on the scope and complexity of your goals: Accelerated Success, Consultative Success, and Transformational Success.



PROJECT COMPLEXITY

ACCELERATED SUCCESS

- Premier/+ Success Plan

CONSULTATIVE SUCCESS

- Salesforce Architects
- Signature Success Plan

TRANSFORMATIONAL SUCCESS

- Expeditions
- Experience Design

LEVEL OF AMBITION



Get the right guidance for every step of your journey

Salesforce Success Cloud helps you realize your vision with custom solutions.

Accelerated Success

These services help you get up and running and boost adoption quickly.

Premier Success Plan

Get a foundation for success with access to support, training, and Salesforce expertise.

Premier+ Success Plan

Get all the benefits of Premier, plus expert support for ongoing configuration tasks.

Consultative Success

These solutions give you expert advice to help you address complex challenges.

Signature Success Plan

The Signature Success Plan gives you access to our most personalized services. Our experts will help you achieve your business goals quickly, improve your system performance, and be more productive. And you get proactive monitoring from a team of experts to ensure your solution is always performing at peak levels.

Marketing Cloud Services

Partner with marketing experts to achieve your long-term vision. We'll help you create excellent customer experiences across your digital marketing and give you extra support to manage daily tasks more efficiently.

Salesforce Architects

Get ongoing business and technical guidance from Salesforce experts working within your team. Program and business architects address your company's specific needs so you can get the most out of Salesforce quickly and achieve your vision.

Transformational Success

Work directly with our experts to transform your business and disrupt your industry. Co-create exceptional customer experiences. And we'll help you with hands-on implementation support if you need it.

Experience Design

Our human-centered design specialists help you develop products and services your customers love.

Expeditions

Expeditions brings together senior Salesforce leaders with IT and business executives from across your company. Collaborate, become agile, and keep transforming your business to achieve your most ambitious goals.

STEP 3

Find your path
to success.



Salesforce Success Cloud for Marketing

Businesses have more ways than ever to reach customers: email, social media, wearables, smartphones, and the Internet of Things. But customers expect a personal experience at every touchpoint. They want information that's interesting, useful, and relevant. That means marketers need to manage multiple channels and build 1-to-1 journeys, all while proving their value.

Salesforce Success Cloud can help you deploy first-class, custom digital marketing at any scale with Salesforce. We'll help you boost adoption, create technical and campaign strategies, and use new products to engage customers.

Check out some of the ways we can help you reach your top marketing goals on the following pages.



Build personal, 1-to-1 journeys at any scale.

Premier and Premier+ Success Plans

Get started fast and boost adoption with more than 130 training modules and 24/7 phone support. Premier+ also gives you configuration support for time-consuming jobs, like adding email lists.

Premier and Premier+ Success Plans also give you access to Accelerators, quick coaching sessions with a Marketing Cloud expert. The Journey Builder Base Accelerator shows you how to map out the perfect customer journey.

Salesforce Architects

Work with Salesforce experts who can help you line up your IT strategy and marketing goals. We'll help you build and implement a complete digital marketing strategy.



Get the data you need to market smarter.

Accelerators

Modern marketers need to gather and use data to improve customer experiences. Our quick, 1-to-1 sessions will show you how to use our custom Marketing Cloud reports.

Sample Marketing Accelerators:

Marketing Cloud Social Studio Getting Started

Modern marketers need to gather and use data to improve customer experiences. Our quick, 1-to-1 sessions will show you how to use our custom Marketing Cloud reports.

Advertising Studio Quickstart

Find out how to use Salesforce data to fuel your digital advertising.

Social Studio: Sentiment Tuning Quickstart

Learn how to fine-tune social sentiment to your company's needs.



Manage marketing more easily.

Marketing Cloud Services

Get backup from industry veterans. We can help you build journeys, deploy emails, manage social media, design ads, and gather and use data.

Signature Success Plans

Work directly with experts who know your business and can help you boost marketing ROI quickly. Plus, a designated team will monitor your Marketing Cloud and respond to Severity-1 issues within 15 minutes, so downtime won't derail your marketing.

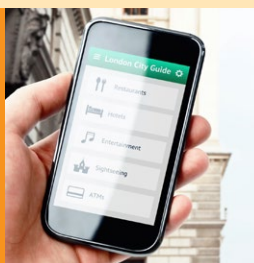


class
container
home
value
location

X
TH



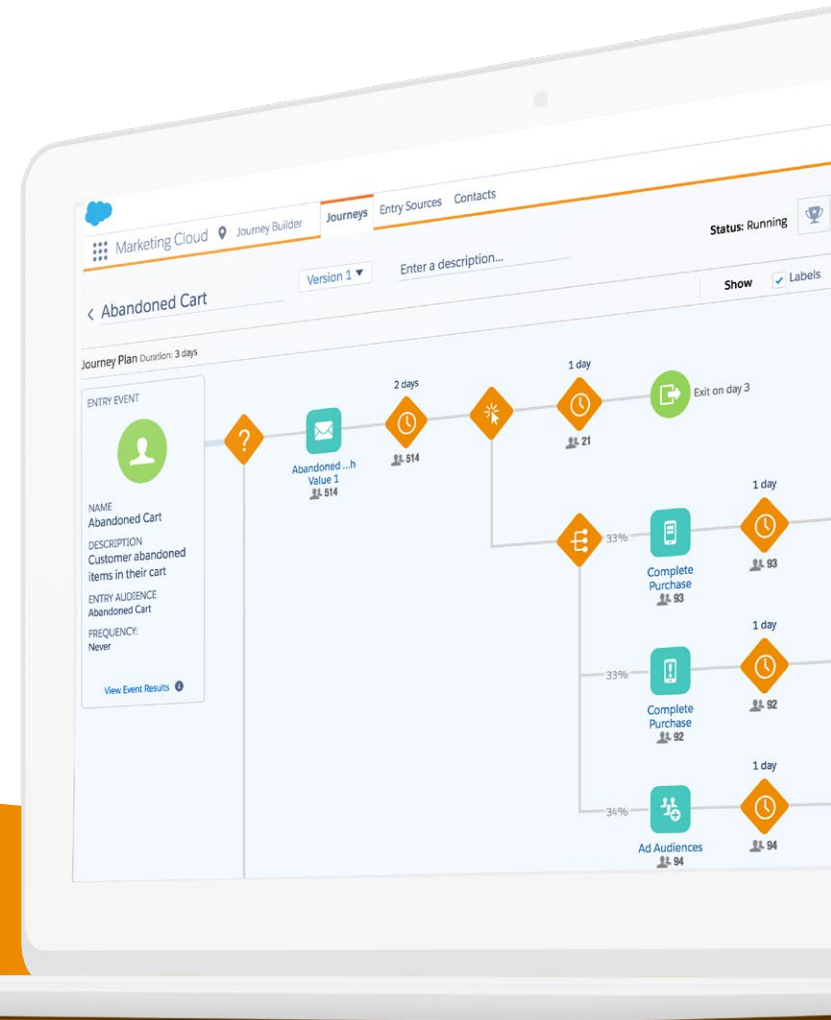
Cartrawler, a company that connects customers and travel companies to more ground-based transport solutions in more cities than they will find anywhere else. Read Cartrawler's story to find out how Salesforce Success Cloud helped the company.



Cartrawler boosts campaign ROI with Marketing Cloud Accelerators.

For nearly three years Cartrawler has relied on Salesforce Marketing Cloud to coordinate B2C email campaigns and customer engagements. But despite the company's success, Cartrawler suspected it was only scratching the surface. When it came to maximizing the potential of Marketing Cloud, Cartrawler didn't know where to start.

"The question I used to dread getting from my boss was, 'Is our customer database growing or shrinking, and by how much?' It was a question I couldn't really give an answer to at the time," said Glen Lewis, Head of CRM at Cartrawler. "We really believed in the technology behind our Marketing Cloud, but we didn't have it configured properly for certain metrics and couldn't get the answers we needed."



A one-on-one relationship

For help, Cartrawler turned to its Premier Success Plan. The company's Success Manager worked to understand Cartrawler's needs and to develop a clear, long-term strategy for success.

The Success Manager recommended Marketing Cloud Accelerators: unique, goal-oriented, targeted engagements designed to help customers achieve specific results with their platforms. The Accelerators were led by an Accelerator Success Specialist, a Salesforce expert who could provide specific recommendations and implementation support.

Ultimately, Cartrawler took advantage of three different Accelerators, one each to improve reporting configuration management, information extraction, and email segmentation.

"At first we were skeptical because our Accelerator Specialist recommended Accelerators on tools we already used. But then we saw features we didn't even know existed and realized the accelerator's value," said Lewis. "Our Accelerator Specialist also showed us how we could improve our automation practices. We knew these tools existed, but they showed us how to use them more effectively."

Scaling and growing success

By participating in these Accelerators, Cartrawler learned more about its customer base, improved engagements, and boosted ROI. The Salesforce team stood by to answer questions along the way.

"Both our Success Manager and Accelerator Specialist worked closely with us throughout the Marketing Cloud Accelerators and I cannot speak more kindly of them," said Lewis. Since then, Cartrawler has improved the accuracy and agility of its email campaigns. The Email Segmentation Accelerator taught the team how to send more direct, personalized email. Click-through rates have improved from 2% for generic campaigns to 10% on targeted campaigns.

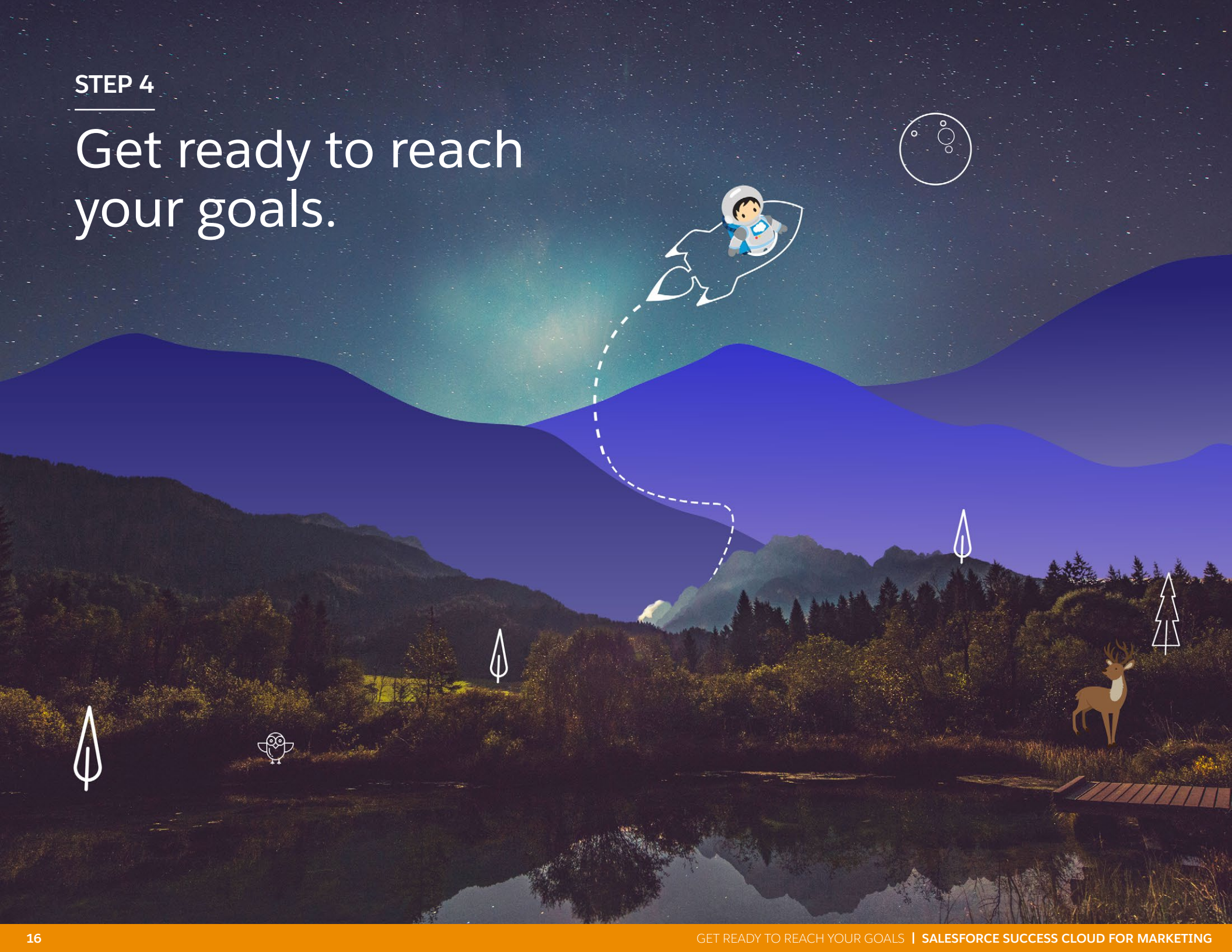
"We even saw 10% of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator," said Lewis. With a firm grasp on its customer database, Cartrawler is able to stop focusing on short-term fixes and start looking ahead at its long-term, strategic goals.

"We even saw 10 percent of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator."

GLEN LOWIS
HEAD OF CRM, CARTRAWLER

STEP 4

Get ready to reach your goals.



Take the next steps on the trail to success.

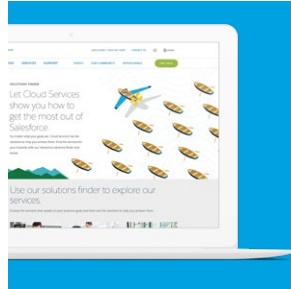
Salesforce Success Cloud can help you unleash the power of Salesforce to reach your top marketing goals. We'll connect you to guidance, support, and training to help you create connected experiences for your customers.

Ready to take the next steps on your journey?



Get a quick overview of how Salesforce Success Cloud can help you get the most out of Salesforce.

[WATCH VIDEO](#)



Discover the right services to reach your goals with the Salesforce Success Cloud Solutions Finder.

[LEARN MORE](#)

Questions? Give us a call.

We're here to answer your questions and help you along your journey. Contact your account executive or call [1-800-275-4239](tel:1-800-275-4239).



class

container

home

value

navigation

AN