

SALESFORCE SUCCESS CLOUD 101

4 Ways to Get the Most Out of Salesforce



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Unleash the potential of the Salesforce platform.

The business world is becoming more connected and complex as the information gap between customer and company narrows. A new kind of customer is emerging – these customers are looking for experiences that match their exact needs. To keep up, businesses need to transform how they engage with customers.

Salesforce can drive that transformation, and help you succeed in the Age of the Customer. Salesforce can help you build 1-to-1 customer journeys, get smarter and more predictive about your customers with the right data, run your business from your phone, and connect to your customers in a whole new way.

As for Salesforce Success Cloud, we help you unleash the full potential of Salesforce. We'll connect you to support, resources, and expert guidance to help you maximize ROI and realize your greatest ambitions. We focus on three key pillars to help you succeed:

- Always-on expertise from the people who know Salesforce best
- Data-driven insights from our unique view into the cloud
- Design-led innovation for experiences your customers will love

Our services break into three categories, based on the scope and complexity of your ambitions and challenges: Accelerated Success to get you up and running, Consultative Success for more complex challenges, and Transformational Success to transform your organization or create innovative experiences.

In this e-book, we'll show you four ways Salesforce Success Cloud helps you get the most out of using Salesforce. Let's get started!

1

Plug into always-on Salesforce expertise.

Get the right level of support for your business.

Every business has its own unique challenges and needs, but they all have one thing in common: they need answers. Salesforce Success Cloud understands this, which is why we don't take a one-size-fits-all approach to helping customers succeed. No matter what cloud you use or what your goals are, we're always here to help you find the resources you need to succeed with Salesforce.



Find the right Success Plan.

Are you brand new to Salesforce, getting to know Sales Cloud? Or maybe your company already has Sales Cloud, and recently decided to add Service Cloud to the business. Regardless of the scope of your Salesforce solution, there are Success Plans for every stage of your Salesforce journey. Success plans help you maximize your investment by extending your team's bandwidth, knowledge, and skills through 24/7 support, best practice coaching, online training resources, prescriptive guidance, and preventative care.

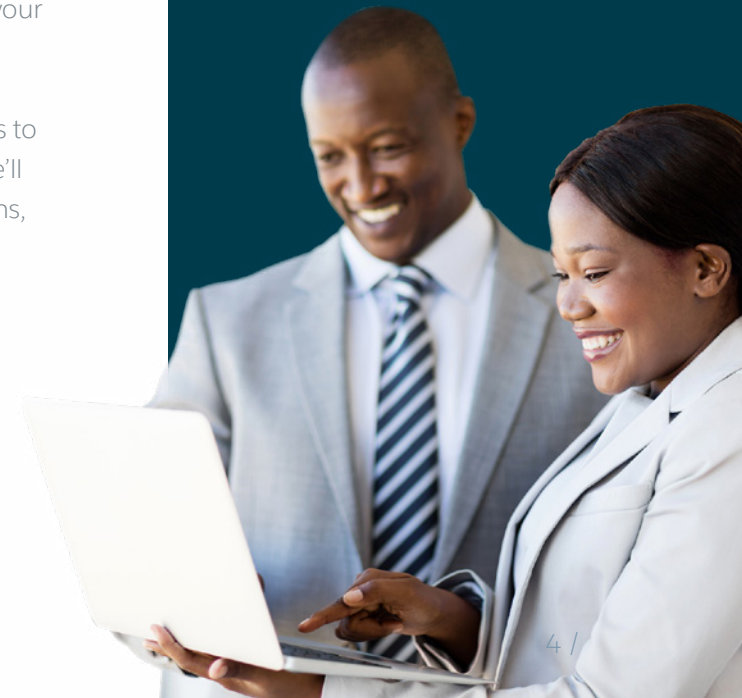
Customize your experience based on the kind of help you want, whether it's for more strategic or ad-hoc support. There are several Success Plans from which to choose:

Standard Success Plan: Get access to many self-service resources, including our Customer Journeys learning programs, Help & Training website, knowledge base, and communities. You can also submit service cases online and get a response within two business days.

Premier and Premier+ Success Plans: With Premier Success Plans, you get direct access to Salesforce expertise, resources, support, Premier Apps, and training. Technical and developer support, with a one-hour response time, delivers fast, expert answers for general and technical questions 24/7. You also get access to Accelerators for 1-to-1 coaching sessions with Salesforce specialists. And with Premier+, you can extend your team with certified administrators who can maintain and update your Salesforce platform.

Signature Success Plan: Our most comprehensive plan gives you a team of high-touch Salesforce experts to maximize your performance and value. With proactive support and unrestricted access to Accelerators, we'll work across your global organization to proactively monitor your org, provide prescriptive recommendations, and execute global solutions to drive adoption and high impact.

Premier Success customers experience an average increase of 52% in user adoption and 37% increase in productivity.



2

Learn best practices to get faster results.

Salesforce Accelerators help you fly past obstacles.

Many companies have identified areas of their business that need improvement, and yet they aren't sure how to begin. Accelerators are designed to address specific business challenges, from automating processes to enabling mobile functionality. You'll partner with a Salesforce specialist to achieve your goal quickly. Best of all, you'll get prescriptive advice and hands-on guidance to increase adoption, productivity, and ROI.



Identify key business goals and cross them off your list.

Salesforce is an incredibly powerful platform, with the potential to help you achieve any number of business goals. Accelerators get you there, faster. A feature of Premier, these targeted 1-on-1 coaching sessions with Salesforce experts are designed to help you master a specific aspect of Salesforce, and deliver the results your business demands. Our Accelerator catalog covers every product and every role, with an eye toward helping you reach your top objectives:

Reduce costs: Make your Salesforce implementation faster and more efficient. Learn how to reduce costs by leveraging internal and external data to develop strategies. Drive greater efficiency from your service agents by creating a customized Service Cloud console interface that enables your agents to quickly access key data and case resolution tools. Design the right approach to integrating various systems and managing customer data, effectively reducing costs for your IT teams.

Increase revenue: Grow your top line by realizing the full potential of Salesforce. Get a custom view of your sales organization by designing a dashboard that enables real-time decisions and accelerates sales cycles. Adopt best practices for using Chatter to close deals faster. Deliver the best possible leads for your business with clean, enriched data.

Minimize operating costs: Run your Salesforce implementation more efficiently. Have an expert evaluate your overall architecture strategy to ensure you're receiving the maximum value. Run your business from your phone with a customized Salesforce1 mobile app. Develop a governance framework tailored to your business objectives.

Gain business insights: Get data-driven customer insights to inform your business decisions. Leverage Marketing Cloud's capabilities to monitor relevant conversations via a customized social listening and analysis configuration. Get guided help from a Wave expert to gain deeper insights into your business. Design dashboards for Sales Cloud and Service Cloud built on customer metrics.

Achieve ROI faster: Minimize deployment costs and become operational faster. Create a more consistent release cadence for your implementation by designing an efficient Sandbox environment. Design macros in Service Cloud that reduce clicks and streamline tasks for service agents. Deliver more personalized and targeted email campaigns based on new or existing subscriber segmentation.

“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 landing page.”

Rich Saunders,
Community Manager,
CenturyLink

3

Get insights from our unique view into the cloud.

Work with the experts who know Salesforce best.

Since Salesforce launched in 1999, our certified experts have worked with more than 150,000 customers. Nobody has a better understanding of our technology, ecosystem, and best practices, and they're passionate about putting that knowledge to work, helping customers succeed with Salesforce. Our certified experts develop a deep understanding of your business goals, advise leadership on best practices, and help put your plans into action.



Salesforce Architects and Expeditions

Get long-term strategic guidance for business and IT to help you transform your business.

When you work with Salesforce Architects, certified Salesforce experts become part of your team, working side by side to give you ongoing strategic guidance that helps you execute your vision.

Program Architects

Our fully certified Salesforce Architects partner with you to help with your most complex technical needs. With deep expertise in high-pressure IT environments, they will develop a thorough understanding of your business goals and systems architecture, and recommend optimal application, integration, and design patterns while contributing to solution and enterprise architecture strategies.

Key Activities: project implementation, governance, road map design, prototype development, application rationalization, architecture reviews, enterprise strategy, innovation

Business Architects

Every Business Transformation Architect is a certified Salesforce expert, with extensive experience supporting large-enterprise CRM deployments. They work on-site to learn your unique challenges, then develop an executive-approved business transformation road map and put it into action.

Key Activities: customer experience transformation, digital transformation, change management, governance, marketing journeys, organization assessment, strategy and road map, customer advocacy, adoption and usage strategies, business and IT best practices

Expeditions

Designed to make a dramatic impact on your business, the Expeditions is a proven methodology packaged to help IT and line-of-business executives collaborate and sustain transformation.

Key Activities:

- Driving alignment between technology and business functions
- Ensuring scalability and flexibility of your cloud architecture
- Increasing efficiency and agility of business and IT operations
- Ensuring your team has the capabilities needed for enterprisewide transformation

4

Build experiences customers love.

Take your solution to a new level with design-led innovation.

You have a vision for your company. Our developers, designers, and consultants can help you bring it to vivid life. Our Experience Design team can work with you to create natural, intuitive products that win over customers with every look, swipe, and click.

Experience Design

Customer Experience Design

The best interface designs do double duty: They actively engage users in your application and they are visually appealing to showcase your brand. Salesforce already makes it easy to create custom apps using App Cloud. Now, our user-interface designers and architects help you create a branded, customized, user-centric Salesforce experience.

Mobile and Emerging Technologies

Mobile technology has altered the way we live and do business. Our expert team helps you connect Salesforce with iOS, Android, mobile e-commerce, Insights/Analytics, iBeacons, wearables, and more. Libraries of prebuilt code help you create and successfully deploy your mobile projects faster.

Analytics Projects

Make the most of your Analytics Cloud investment. Get set up quickly with prebuilt dashboards, installed integrations, lenses, and mobile capabilities to gain new business insights. Get analytics to your Salesforce org and mobile devices complete with multi-org reporting and third-party data sources all in one tool; there's no need for multiple business intelligence tools.

Cloud Projects and Complex Implementations

Call on our cloud experts to make your dreams a reality. Implement Sales Cloud, Service Cloud, Marketing Cloud, Mobile Solutions, or a custom solution with App Cloud. Our team of experts can help you deliver innovative, engaging, and high-value solutions quickly. Our one-team approach limits handoffs to different entities, ensuring seamless project cycles

Digital Marketing Transformation

Accelerate your digital transformation journey. From marketing strategy, to technology consulting, to end-to-end campaign services, we help you expand your campaign team with Salesforce marketing experts to increase marketing ROI and help you continue to innovate with Marketing Cloud.

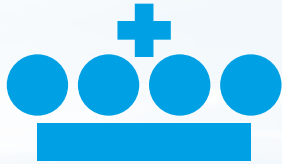
1,000+

The number of implementations and special projects successfully completed





CUSTOMER SPOTLIGHT:



KLM

KLM Royal Dutch Airlines

Airline carrier KLM operates worldwide, servicing more than 90 destinations. On a weekly basis, KLM loads more than 30,000 social media messages into Salesforce – organized by language and topic – which are routed to service teams worldwide. By meeting weekly with their Premier+ Success Customer Support Manager, the KLM team discusses best practices that can be shared with agents, devises strategies to avoid issues before they occur, and finds new ways to optimize its social channels. By leveraging Salesforce Success Cloud, KLM can maintain customer-service-level agreement compliance and deliver enhanced customer satisfaction.

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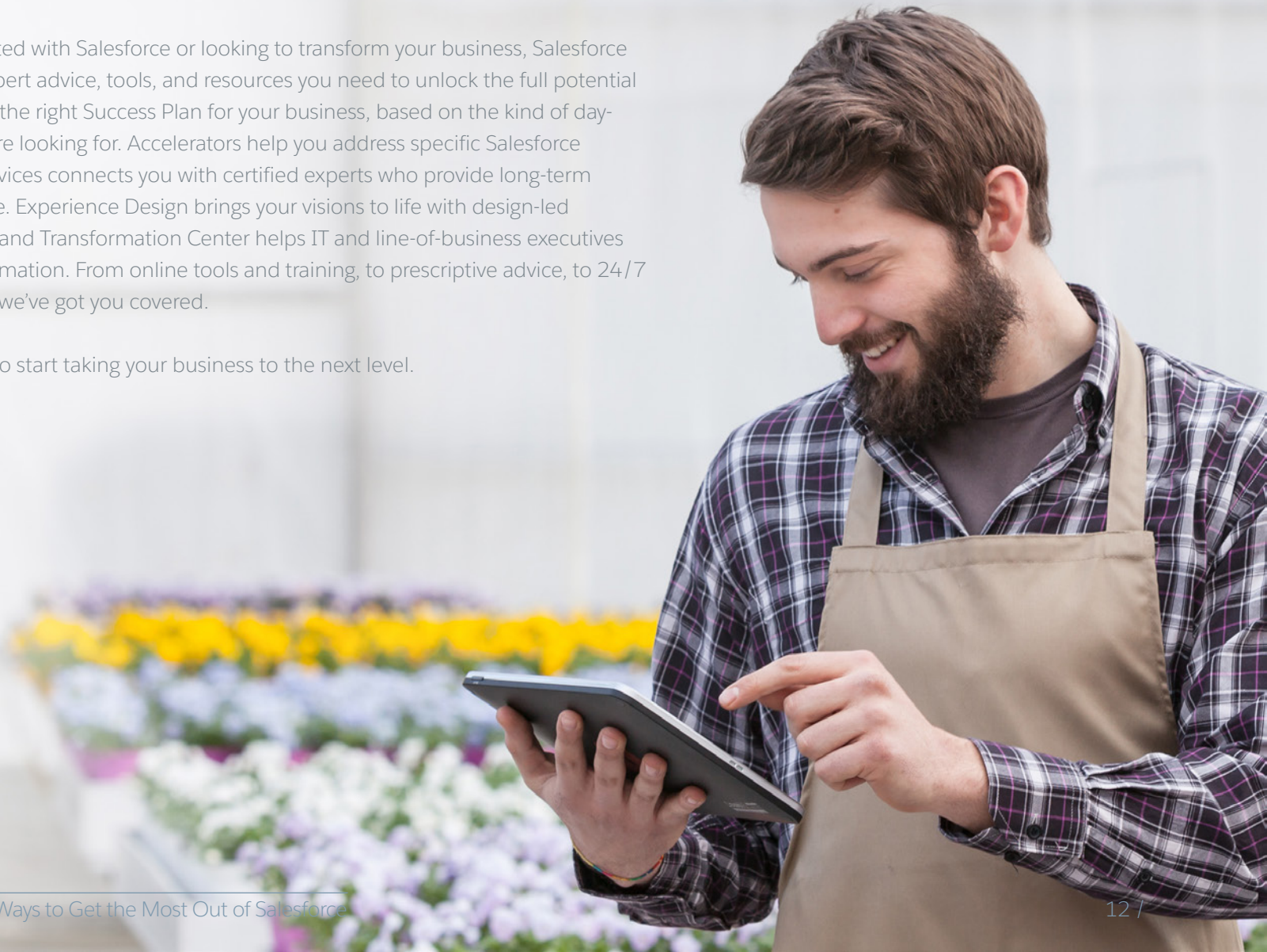
“With Premier+ Success, we derive the most value from Salesforce Service Cloud.”

– Robertjan Groenveld,
Social Media Tooling
Manager, KLM

Conclusion

Whether you're just getting started with Salesforce or looking to transform your business, Salesforce Success Cloud gives you the expert advice, tools, and resources you need to unlock the full potential of Salesforce. Start by choosing the right Success Plan for your business, based on the kind of day-to-day operational services you're looking for. Accelerators help you address specific Salesforce challenges quickly. Advisory Services connects you with certified experts who provide long-term strategic and technical guidance. Experience Design brings your visions to life with design-led innovation, and the Innovation and Transformation Center helps IT and line-of-business executives collaborate and sustain transformation. From online tools and training, to prescriptive advice, to 24/7 support, to technical expertise, we've got you covered.

Visit [Salesforce Success Cloud](#) to start taking your business to the next level.



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IN A WHOLE NEW WAY**



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