

Six Industries

Transforming Customer Service With Service Cloud



Introduction

Enterprises across all industries have one thing in common, whether they sell products or services, they all have customers that require support. But today it's much more than support. In our new hyperconnected world, every company strives to deliver a customer experience that gets customers to come back for more and tell their friends.

As technology shapes the service expectations of today's customers, companies are forced to adapt their service delivery models to keep up. We're seeing that the most successful companies take a proactive approach by focusing on customer experience as a competitive differentiator and using technology that puts the customer at the centre of their business. Although each industry has its own customer service challenges and priorities, companies across the board are realising the benefits of this "service-first" approach, including increased operational efficiencies, customer retention, customer loyalty, and sales revenue. But how are companies in specific industries rising to the challenge and delivering the service experience that their customers have come to expect? Let's take a look at how a few Service Cloud customers across six industries are adapting and transforming their service.

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Chapter 1

RETAIL BANKING

Drive differentiation and loyalty with innovative service.

In retail banking, the landscape of channels, technologies, and processes has grown significantly over time, making it challenging to effectively and efficiently deliver support to customers. Existing tools were developed in isolation, resulting in a complex environment that was not created with the perspective of bankers or customers in mind, customers who traverse many channels and demand simplicity and access – anywhere, anytime.

Business process management (BPM) systems and complex integration services have attempted to “stitch” systems and data together, yet this approach tends to be channel or product focused. This environment is completely at odds with the mobile- and digital-first model that today’s customers expect. Considering that 90% of customer interactions with a bank fall into the “servicing” category, the opportunity to innovate in this space offers significant customer loyalty potential, if the risk is managed properly.

Retail banks use Service Cloud to overcome these challenges and to reinvent the customer experience. They leverage Service Cloud because it addresses the strategic imperatives for change: simplicity, real-time support, accessibility, mobile, omni-channel, and the ability to model the service experience entirely around the customer. Salesforce’s three updates per year and open ecosystem ensure that banks can innovate and adapt their solution over time, rather than fall into the “legacy” trap.



[Read the full story ›](#)

Customer Story

Siam Commercial Bank

Siam Bank is the largest retail banking franchise in all of Thailand. With over 1,200 branches and over 13,000 sales and customer service employees using Salesforce, the bank has standardised its entire retail operations on Salesforce. The bank initially deployed Sales Cloud to its retail branches as the sales force automation solution, and then expanded its usage to include Service Cloud. Now the bank is able to pull up a complete view of a customer, including all sales and service interactions across channels. Agents have instant visibility into the status, stage, and disposition of a service request, and they are trained to review service cases before engaging in meaningful conversations with customers. This ensures that any outstanding service issues are being accurately managed, and prevents inappropriate sales or retention conversations. Deployed in both the branches and contact centres, agents are able to quickly create, manage, and resolve cases, and collaborate effectively with each other, independent of channel or support/admin group. Service Cloud provides a mechanism to fully automate, capture, and report on all manner of customer, account, and financial servicing cases. Given the single source of truth, the company delivers an unparalleled banker and agent experience. The bank continuously monitors the effectiveness of the platform to ensure they are getting the maximum value out of it, monitoring service efficiency, SLA adherence, and cross- and upsell opportunities at the appropriate point of service.

Chapter 2

MANUFACTURING

Streamline support with productive and proactive customer support.

Delivering great products is the lifeblood of the manufacturing industry, but once they leave the warehouse, keeping them operational becomes critical. How can manufacturers assure their customers get the most life out of their assets? What can they do to be more responsive to customer needs? Is it possible to actually solve customer problems before they occur? World-class service and support ensure the manufacturer builds and maintains a satisfied customer base, positive word of mouth, and future sales.

With Service Cloud, companies can now better serve their customers through predictive maintenance, contracts and entitlement management, omni-channel service, and installed-base management. There are even ways to manage field service, offering both contact centre agents and field reps a single view of the customer.

While most legacy technologies inhibit the access of data from mobile devices, Service Cloud enables on-the-go employees with analytics, case information, and a complete view of the customer, all from their mobile device. With the ability to update case status and log notes from anywhere, field reps save time, while management can access actionable metrics to streamline the support organisation. This results in manufacturers who are able to service faster, service smarter, service globally, and leverage greater pricing power. In fact, manufacturers who implement Service Cloud report a 32% increase in customer satisfaction in their customer base.





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Customer Story

Stanley Black & Decker

Service is a high priority at Stanley Black & Decker – the world’s largest tool manufacturer – and Salesforce helps it deliver a consistent, high-quality experience. To keep its shelves stocked with the best selections for customers, distributors, and franchisees required quick responses to their questions. Service Cloud allowed for rapid case creation to address those questions. The company saves more than 6,000 hours each year that were previously spent on manual tasks, and agents spend more time helping customers. And since every professional product Stanley Black & Decker delivers features a lifetime warranty, it needed to ensure that customers were well supported. The company produced a mobile application that was easy to use for often non-technical craftsmen, supporting a complete community of users. Stanley Black & Decker is now evaluating the concept of connected tools so that the tools themselves can notify their owners or even the company if there’s a technical problem.

“The Salesforce1 Platform enables our vision for connected tools and community.”

-JoAnna Sohovich, Global President, IAR Division

Chapter 3

INSURANCE

Increase customer retention with effortless service.

Customers and partners across all insurance product lines are demanding effortless experiences from insurers, and this comes at a time when they see little distinction between insurance products. This decreased loyalty and increased “flight risk” has put \$400 billion of insurance premiums up for grabs in property, casualty, and life insurance annually. Faced with high agent attrition and high costs of onboarding, insurers are looking for ways to increase productivity and equip agents with tools to offer the right product at the right time and at the right price.

For insurers with extensive distribution channels selling through independent agents and advisers, there is an urgent need for a service platform to support “B2B2C” service delivery. Insurers want to build direct relationships with policyholders without disintermediating producers. Thus, insurers need a platform that supports insurance producers and delivers effortless service to policyholders.

Unfortunately, heavily customised legacy applications remain risky to change, difficult to upgrade, and almost impossible to innovate. Insurance companies with these impediments find it difficult to compete. With Service Cloud, insurers can iterate and deliver small, high-value wins, using investments already made in back-office insurance systems. This approach is opposite of the “build it all from scratch” and “rip and replace” IT strategies. Insurers leverage Service Cloud to put the customer first, and to arm partners and employees with tools throughout the customer lifecycle, including acquiring, onboarding, growing, servicing, and retaining the customer.





[See the full story ›](#)

Customer Story

Sompo

As Japan's number two property insurance company, Sompo's CEO sought to differentiate the company and retain its customers through "effortless" service, especially because it faced a mature domestic market that was experiencing negative growth. His goal: "Make Sompo a concierge that offers peace of mind, safety, and health." Unfortunately, Sompo's agents were ill-equipped to deliver excellent service across channels because of siloed systems and processes. Sompo selected Service Cloud from Salesforce because it could be customised easily and deployed rapidly. Service Cloud aggregates customer data from various channels, including inquiries, payments, policies, and contracts, empowering Sompo and its agents with a complete view of the customer, and the ability to collaborate in real time across company boundaries to fulfill service requests.

Chapter 4

COMMUNICATIONS

Deliver better experiences with a complete view of the customer.

Communications companies have invested millions of dollars to improve the customer experience, enabling consumers with phone in hand to stream movies, talk face-to-face with family, and connect with virtually any service they use in their lives. The offerings grow by the day, as these companies become Internet of Things (IoT) anchors and telematics providers. However, that same innovation has not been extended as significantly to the customer service experience. What should be a simple, personalised journey is often frustrating and fragmented.

Service Cloud reimagines customer connections to provide faster, smarter service on the customer's terms, enabling companies to build connections with customers through every channel and overcoming bureaucratic silos to deliver an effortless, one-to-one journey that improves satisfaction, loyalty, and retention.





See the full story >

Customer Story

Time Warner Cable

Time Warner Cable (TWC) understands the imperative of putting the customer in the centre of its operations. One of the country's biggest communications providers, with operations in 29 states, TWC lacked visibility into customer engagement. Orders would get stalled in any number of fulfillment steps with inconsistent manual processes. Legacy systems proved inflexible and couldn't meet changing customer demands.

TWC turned to Salesforce to wrap a new, agile system of engagement around the old systems of record. Now TWC equips all of its teams with a 360-degree view of the customer, dramatically improving service times, and increasing customer satisfaction. "Having everything at a rep's fingertips – wherever they are – helps them work faster and be more effective," said Dave Schwehm, VP of community solutions.

With Salesforce, companies like TWC have seen customer service improve 34% as agents connect with customer touchpoints across channels and devices. Whether wireless or wireline, cable or satellite, customers expect their communications provider to connect them with services that are simple to use and always available, and Salesforce helps them deliver on these expectations.

Chapter 5

RETAIL

Transform your customer journey with personalised service.

Today's consumers want a seamless service experience across channels and on every device. Due to operational silos and underinvestment within their service infrastructure, retailers lack the ability to provide a personalised experience. Retail associates are forced to rely on numerous disparate, aging systems that prevent timely service, while service agents lack full customer context. And although retail customers increasingly leverage social media channels for recommendations, feedback, and support, most retailers' service infrastructure prevent them from engaging and supporting customers across this important channel. This is a missed opportunity for retailers to differentiate their brand with engagement and meaningful service across every channel.

Service Cloud provides timely resolution to issues across any device or channel, including in-store, online, and on social channels. Retailers can now personalise their service experience based upon a comprehensive and rich view of the customer. Retail personnel from across the company – including service centre agents, store associates, and distribution employees – can collaborate and contribute to resolve issues in real time, all while accessing a single view of the customer.



ALDO

Customer Story

Aldo

ALDO leveraged Salesforce to gain better insight into its customers' preferences in order to serve them better. This increase in customer knowledge helps ALDO better anticipate its customers' needs and expectations, and more effectively engage with them on their preferred channels. For example, customer service agents are equipped with a 360-degree customer view with Service Cloud, enabling them to quickly access customer data, find answers, and respond to issues faster. ALDO can also actively participate in conversations about its brand on social networks. In the future, other apps built on Salesforce will make it easy for VIP shoppers to pre-order items or use their phones to shop in-store, which will ultimately allow the company to provide a better service experience.

See the full story >

“Salesforce helps us build relationships with consumers on every channel.”

-Todd Dean, Vice President, Cross-Channel and eCommerce

Chapter 6

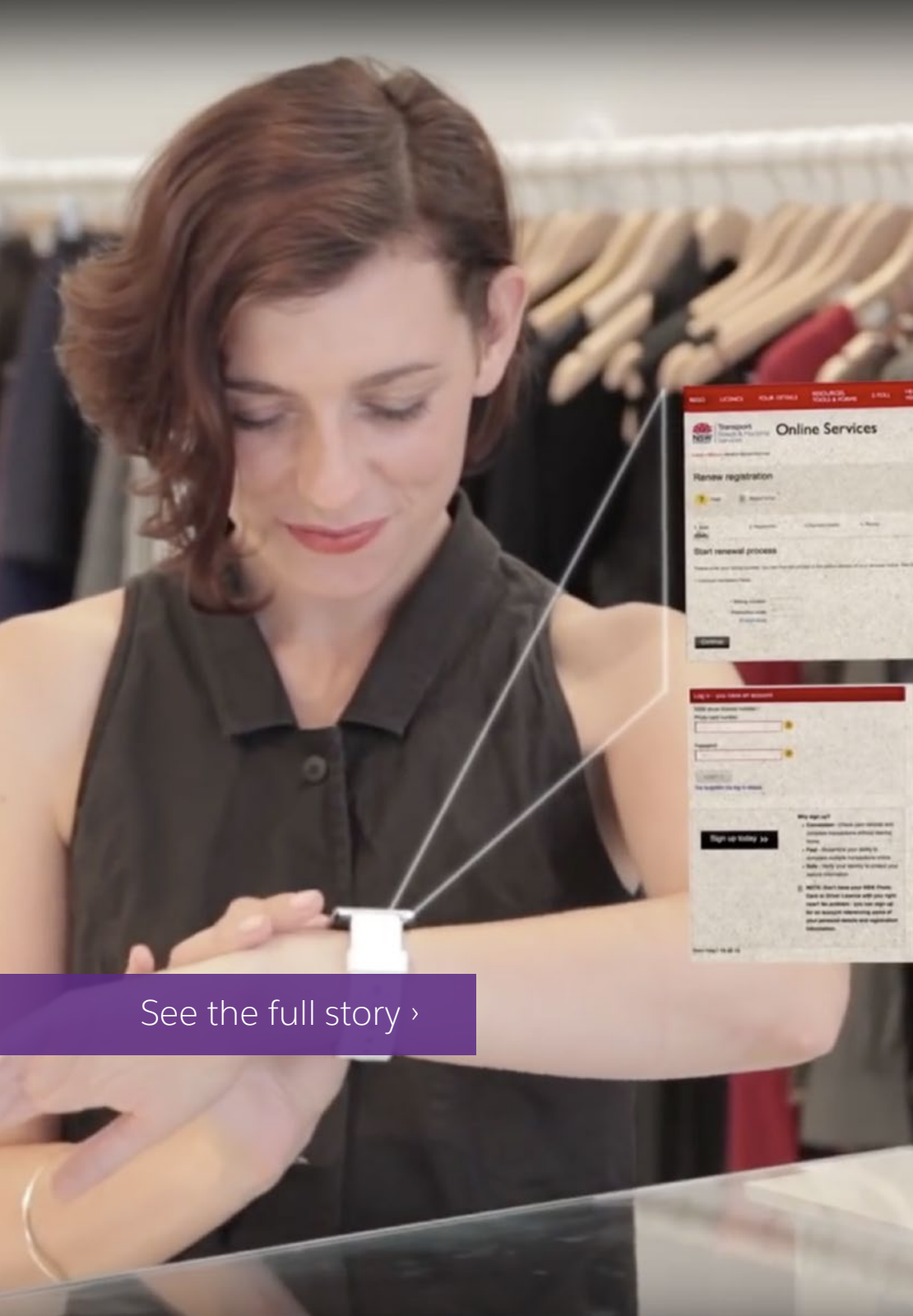
GOVERNMENT

Empower more responsive teams, capable of delivering a more impactful mission.

People now expect private sector service from the public sector, too. They want fast, seamless, simple interactions. A truly connected government is citizen-centric and builds connections between citizens, employees, governments and services. Just ask Services NSW, who are leaving behind traditional service and putting the power in the hands of the customer in terms of how they choose to interact and communicate with the government.

Government CRM solutions from Salesforce are revolutionising the capabilities of the public sector just as with the private sector. Today's most innovative governments are adopting the service models of business, viewing their citizens as customers, because today's voter expects public sector agencies to deliver the same high-quality service as the private sector. Salesforce government CRM solutions help agencies build stronger connections between citizens, employees, government agencies, services, and the information they all need. It's making government more responsive, effective, and above all, efficient.





See the full story >

Customer Story

Service NSW

The present NSW government recently stepped up with a clear vision for changing the way citizens of NSW – or customers, as it prefers – interact with the government across all services. Its vision for customer centricity is being realised through the creation of a new government agency – Service NSW – supported by the Salesforce Service Cloud. Service NSW is on its way to becoming the single face of NSW Government.

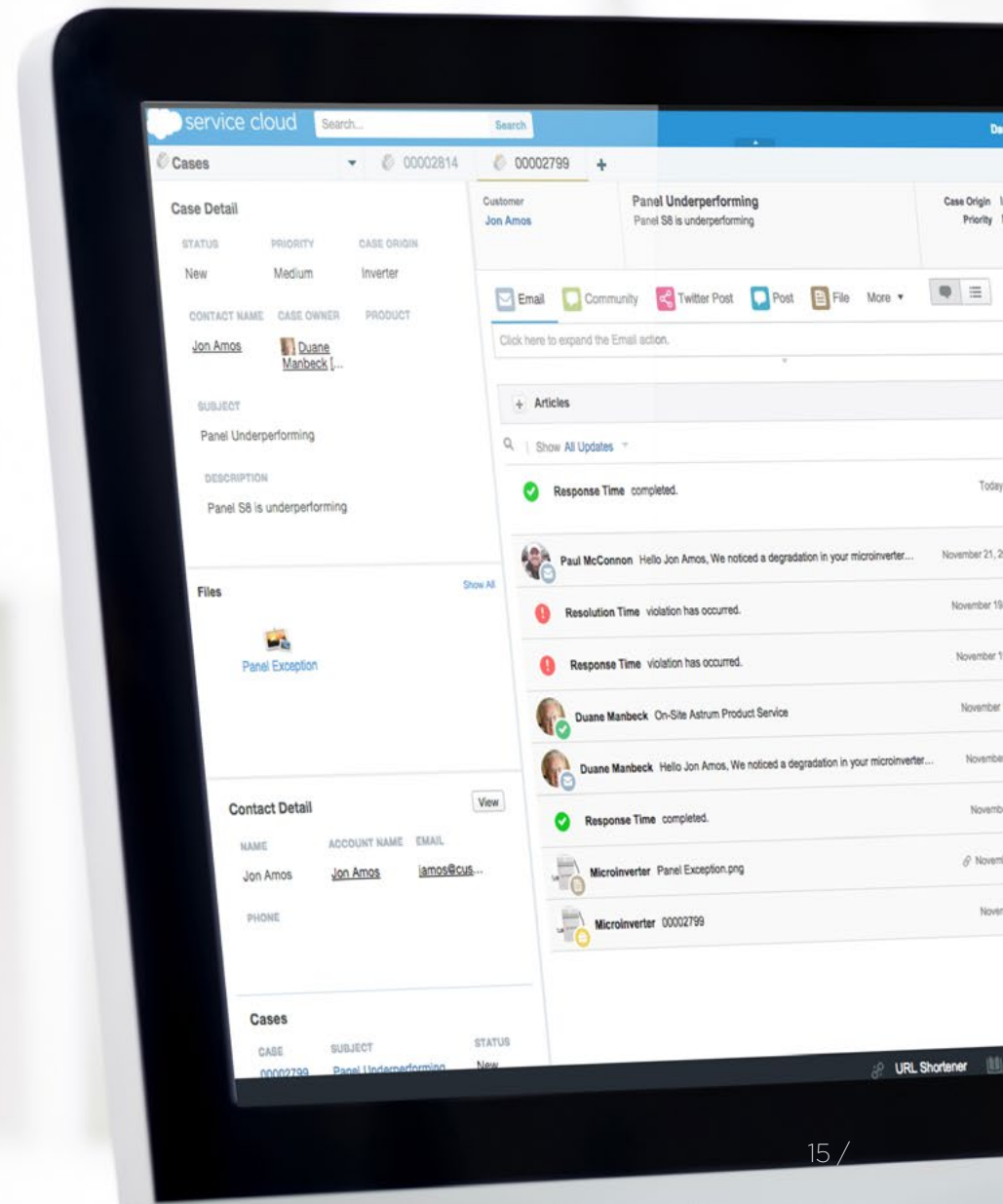
Today, Service NSW integrates three communications channels: a dedicated web portal, customer call centre, and shop-front services. The entire solution was up and running in just six weeks.

“App Cloud and its omni-channel development toolkit allows us to quickly innovate and to evolve the customer experience.”

-Jacqui McPherson, CIO

Conclusion

In each of these industries, leading companies are putting customers at the centre of their business and transforming the way they deliver customer service. By doing so, they are able to deepen customer relationships, differentiate themselves from their competition, and deliver an entirely new customer experience. In a world where mobile and connected technologies are ubiquitous, where customers expect seamless engagement and support across all channels, and where instant insights and business agility are imperative for keeping up with an always-changing service landscape, enterprises are deploying Service Cloud from Salesforce to achieve success.



SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

Delivering amazing customer service is at the heart of what it means to be a Customer Company and connect with your customers in entirely new ways.

[Learn more ›](#)

34% Increase in customer retention

38% Decrease in case resolution times

39% Increase in agent productivity

Source: Salesforce Customer Relationship Survey conducted May 2015, by an independent third-party, Confirmat Inc., on 4,600+ customers randomly selected. Response sizes per question vary.

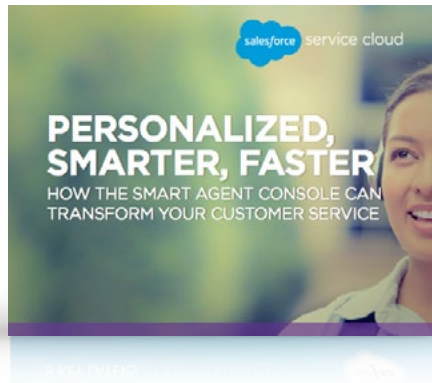
Note: Performance metrics are intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary.



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