

The Salesforce logo, consisting of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

A high-angle photograph of a group of people sitting on a bright yellow, curved sofa in a modern office setting. The people are engaged in conversation. The floor is light-colored and reflective. The text is overlaid on the right side of the image.

COMMUNITY CLOUD 101

FIVE FANTASTIC FEATURES WE
LOVE (AND YOU WILL TOO!)

Introduction

THE POWER OF COMMUNITIES

In today's business world, customers, employees, and partners expect constant connectivity with each other and the ability to access information at any time, from any device. These shifting demands require a new platform for managing relationships: the Community Cloud.

Communities are a fantastic resource for engaging with your customers, but they're useful for so much more than that. You can integrate communities into all of your business processes and use them to foster other important relationships—not only with your customers, but also with your employees and partners.

With Community Cloud, you can open new lines of communication, from customer to customer as well as with your brand. You'll empower employees to innovate faster and collaborate more efficiently. And you can team up with any partner in your ecosystem—whether it's a selling partner, a manufacturing supplier, or a design agency. It's all possible with the right tools.

Given the wealth of opportunities that arise from online communities, it only makes sense that Salesforce devoted an entire cloud to them. In this e-book, we've selected 5 of our favorite features to give you a crash course in leveraging Community Cloud to save your business time and money. So let's get started!

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Feature #1

BUILD YOUR BRAND

Between already-established social networks, your website and other online properties, it's important to maintain consistency so that you can establish a clear brand presence online. Community Cloud makes customization easy, with multiple options to seamlessly extend your corporate identity into new channels. Customization also helps you get closer to your customers, employees, and partners in the most meaningful ways for each group. The message you send your employees may sound different when a partner hears it; customizing your brand's relationships ensures consistency and resonance.

With the Community Management Console one-stop setup, you can build your community on a secure, reliable and scalable platform—fast. Plus, you can use the content and material you already have by incorporating third-party and custom apps and integrating your data.

Even better, Community Cloud changes with you, evolving alongside your company as it innovates and grows. Updating is easy so you can always keep up with your changing business.

Spotlight: IT

A warranty company with 1,800 employees in 33 countries used Salesforce to streamline its IT process, simplifying the business across dozens of older systems. This company saved \$4.1 million in IT, plus \$2 million annual savings by eliminating a call center.



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Feature #2

INTEGRATE WITH YOUR BUSINESS

Communities can provide crucial help in streamlining business processes in any industry sector, job function, or company size. By creating a central feed where users can approve expense reports, create support cases, convert leads, track marketing campaigns, or perform a host of other actions directly, Community Cloud unifies your company's processes and facilitates faster, more effective collaboration.

| Community Cloud unifies
your company's processes.

Gone are the days when you had to run six different programs just to get a single sales report done; with Salesforce Community Cloud, everything is in one place—including your collaborators.

Here are just a few specific examples:

Sales

Community Cloud can help you improve channel sales with better lead sharing and joint selling. Partners can update opportunities, submit leads, and identify product experts. You



can access all of these data from the Salesforce1 Mobile App, which enables your sales team to close deals and update statuses from anywhere.

Customer Service

Regardless of whether they contact a business via phone or online, customers expect fast action when it comes to solving their problems. Community Cloud not only keeps your case data in one place; it also lets customers watch their case as it progresses—which helps build confidence in your service team and ensure satisfaction among your users.

Marketing

Community Cloud also helps you manage marketing campaigns more effectively, from kickoff to completion. It also helps you collaborate with agencies to update campaigns, share files, and track payments—all in one single, comprehensive experience.

Spotlight: Marketing

A marketing company with about 9,000 partners launched Salesforce Community Cloud in June 2014. Eight weeks later, the portal had 100,000 logins, and more than 5,000 unique partners had used the community. Action within the community gave the company a 360-degree view of these partners to gain valuable insights that helped the company continue to grow its business.

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Feature #3

MAKE IT PERSONAL


One of Community Cloud's best features is its personalization function. If you've ever signed up for a social network and then been completely overwhelmed by the insider jargon and functionality, you'll appreciate how easy Community Cloud makes it to find the people, groups, and content you need.

Community Cloud learns from your interests and behavior, then automatically suggests which people you should follow, groups you should join, and content you should know about. This makes onboarding new users easier than ever and fosters deeper engagement within your community. And don't forget the business impact: research shows that engaged customers spend 19 percent more.

Here's a quick breakdown of three key personalization functions in Community Cloud:

Influencers

By identifying influencers within your organization, Community Cloud gives employees on any level virtual access to key leaders, making company-wide alignment seamless and instantaneous. Cross-functional collaboration happens faster



Community Cloud learns from your interests and behavior, then automatically suggests which people you should follow, groups you should join, and content you should know about.

and more frequently, enabled by greater transparency and visibility across the organization.

Groups

Groups are an essential part of any successful community, providing a structured space for discussion and activity across your organization. Groups can take on any number of forms: for your campaigns, teams, events—whatever you need. Within a group, you can share files and records, integrate video, and enable discussion; and you can adjust your group to be private or public.

Content

Once members have joined groups, followed influencers and started using the community, promote further participation by highlighting and rewarding the most active members using level badges, endorsements, and leaderboards. Users get credited for their involvement and the company gets more insight and feedback—it's a win-win!

Spotlight: Retail

A large global distiller company used communities to launch a new drink, using tasting notes and comments from employees within the community, and it got to market faster than ever. That same company calculated 205 percent ROI for Salesforce Communities with a payback of 3 months.



Promote further participation by highlighting and rewarding the most active members using level badges, endorsements, and leaderboards.



Feature #4


A FILE SHARING REVOLUTION

With Community Cloud, the days of on-premise file storage—think digging through your hard drive for old spreadsheets—are over. Now, any file is accessible at any time, from any device, in the cloud.

But that's only the beginning. Community Cloud marks the start of a revolution in enterprise file collaboration, wherein each file will tightly integrate into the flow of your business.

Storage will become smarter, with powerful metadata, social graphs, and analytics that auto-assign files to relevant people, groups, accounts, opportunities, and cases. And access will become faster and more streamlined, regardless of where you are or what device you're using—and without compromising security.

To win deals, sales reps need to be able to easily locate the latest first call deck for their specific products, industries, and regions. Marketing managers need the ability to create, organize, and

A woman with long brown hair, wearing black-rimmed glasses and a purple patterned scarf, is smiling and looking down at a tablet computer she is holding. The background is a bright, out-of-focus indoor setting.

**Community Cloud
marks the start of a
revolution in enterprise
file collaboration.**

tag content to make discovery easy. Customer service agents must be able to quickly locate knowledge articles in real time, while on a customer call. With a cloud-based system for smart file storage, knowledge workers can speed the flow of information through their business and accelerate growth.

Constant collaboration means that files are constantly changing; with the Salesforce Files Sync folder, you're always up-to-date. Just drag

Constant collaboration means that files are constantly changing.

and drop your files into the folder and the files are synced across all of your devices—laptops, desktops, and smartphones—in real time.

As always, security is top of mind at Salesforce. That's why we've created Files Connect to place a secure reference link, rather than

the file itself, into the flow of business. That means the original file is never at risk of being duplicated. Manage the privacy settings so that you can share the file with trusted partners and customers—allowing them to see everything they need to, and nothing that they don't.

“

Manage the privacy settings so that you can share the file with trusted partners and customers.

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Feature #5


TAKE IT MOBILE

You don't need us to tell you about the importance of speed and mobility in today's business world. With the Salesforce1 Mobile App, you can collaborate anywhere, on any device, and maintain your single sign-on capabilities. Not all devices are created equal, so Community Cloud is device-responsive, optimizing your experience for your laptop, smartphone, or tablet.

With Salesforce, you'll find all of the leading sales, service, and marketing applications on a single platform. There's also Force.com for quickly building custom apps using clicks, not code; Heroku for developers who do want to code apps in the cloud; and the Salesforce1 Mobile App and ExactTarget Fuel. Together, they create an architecture to run your entire business from your phone.

Spotlight: Public Sector

One city needed a new way for citizens to improve their communities with sustainable, responsive, cost-effective solutions. They asked Salesforce Community Cloud to reach out and inspire their residents to work together to meet the city's needs. The Salesforce1 Mobile App was crucial for the project—70 percent of the city's residents do not have the Internet in their households, but they do have smartphones. The mobile app ensured that the city could reach potential volunteers, plus private and government organizations, regardless of the device. With Community Cloud, the city has leveraged 1,000 volunteers to clear hundreds of vacant lots, opened several community resource centers, and removed 1,000 graffiti hits, plus additional projects.



With Salesforce, you'll find all of the leading sales, service, and marketing applications on a single platform.



CONCLUSION

It doesn't matter if your business is big or small, or what industry you're in—everyone can benefit from simplifying all of the processes that make your business tick. With Salesforce Community Cloud, find everything you need in one secure location, collaborate seamlessly, and build stronger relationships with your partners, customers, and employees.

Visit the new Community Cloud at salesforce.com to start creating a community of action.

START CREATING A COMMUNITY OF ACTION WITH SALESFORCE.

With Community Cloud, you can open new lines of communication, from customer to customer as well as with your brand. You'll empower employees to innovate faster and collaborate more efficiently. It's all possible with the right tools. Want to learn more? Click below to see a free demo.



THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS

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10 Ways Community Cloud Transforms Business



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THE CUSTOMER SUCCESS PLATFORM



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