How to Create a Customer-Centric Experience

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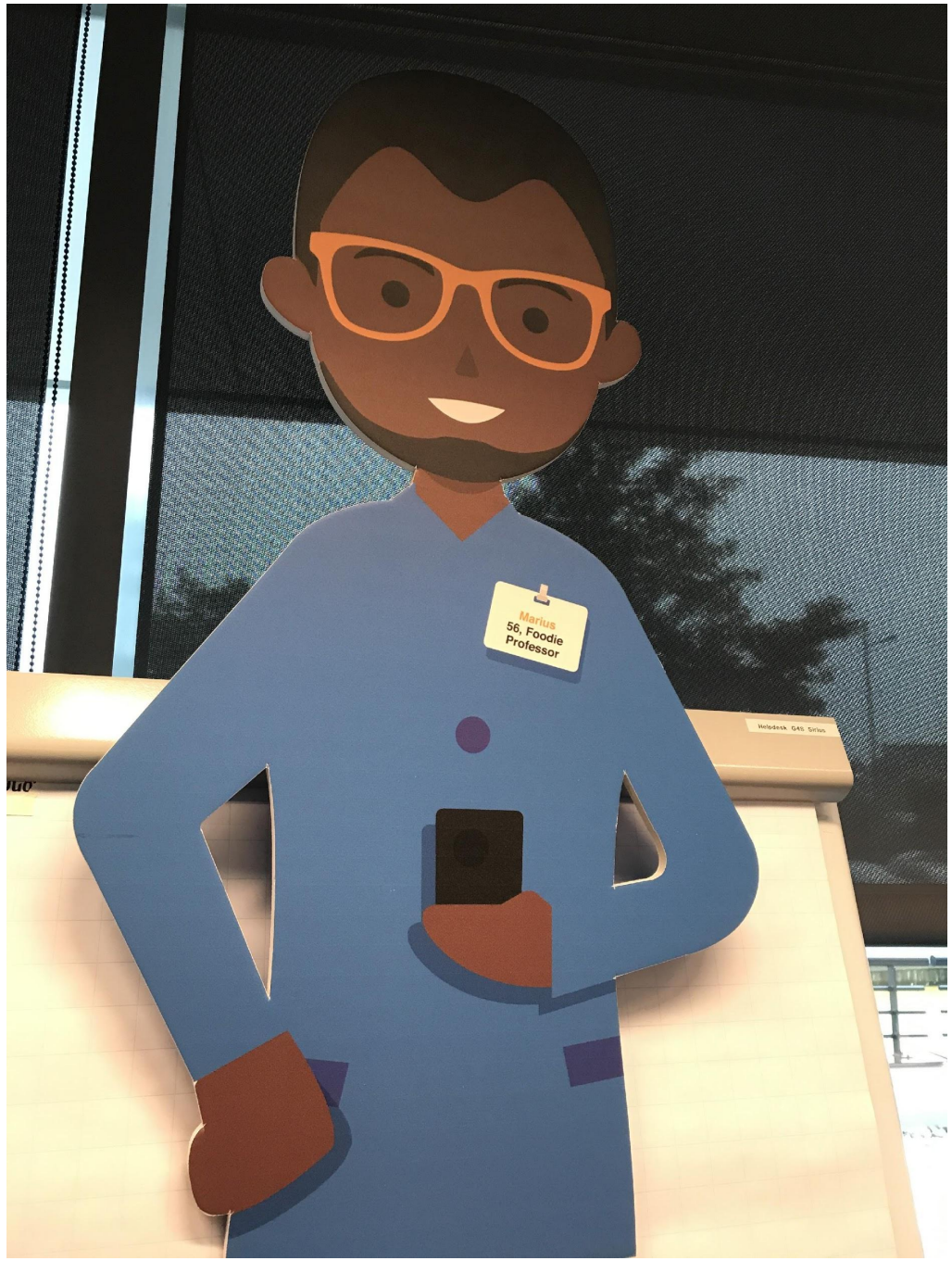

Marius
56, Foodie
Professor

“Best Customer Experience is not created by accident”

Connected Processes

Personal Experiences

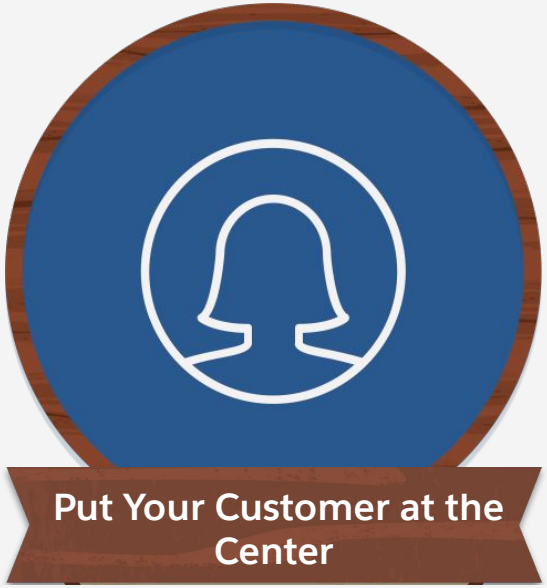
Always on

All Customers Consumers Business Buyers

Customer Engagement goes Digital and Cross Functional

Introducing The
New Age of Human-Centric Service
salesforce
salesforce
Personal · Intelligent · Trusted · Inclusive
Service at Scale

Keys to Power Human-Centric Service



Personal

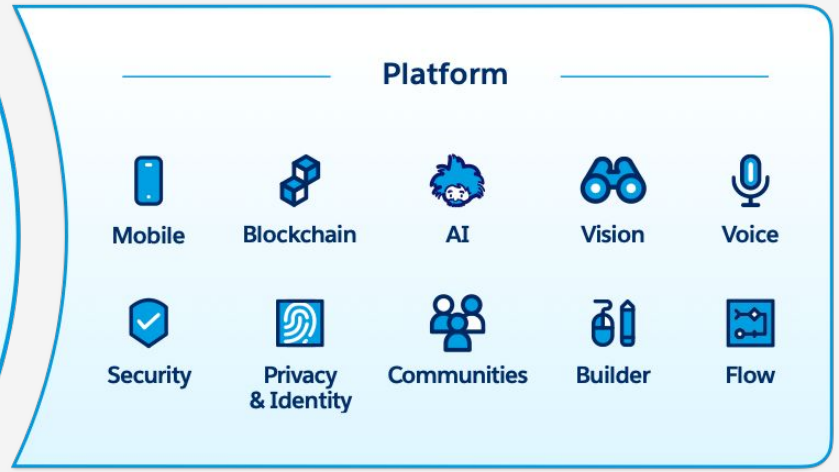
Intelligent

Trusted

Inclusive

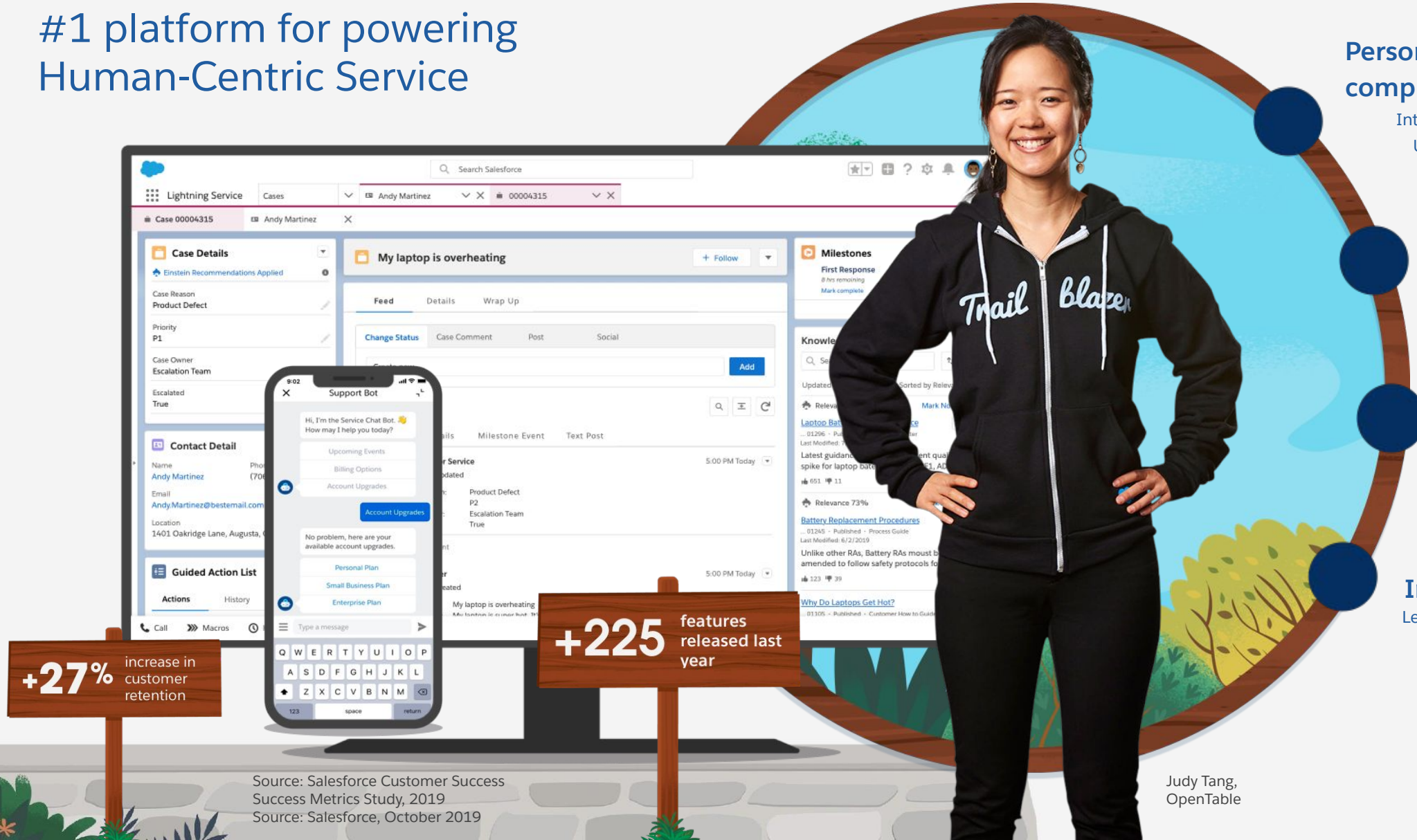
Salesforce Customer 360

Trusted - Smart - Flexible



Salesforce for Service

#1 platform for powering Human-Centric Service



Personalize with a complete view

Intelligent agent console
Unified data from any source
Connected digital engagement

Empower with intelligence

AI powered workspace
Integrated automation & bots
Trailblazers for the Future

Deliver trusted engagement

Field service optimization
Proactive connected service

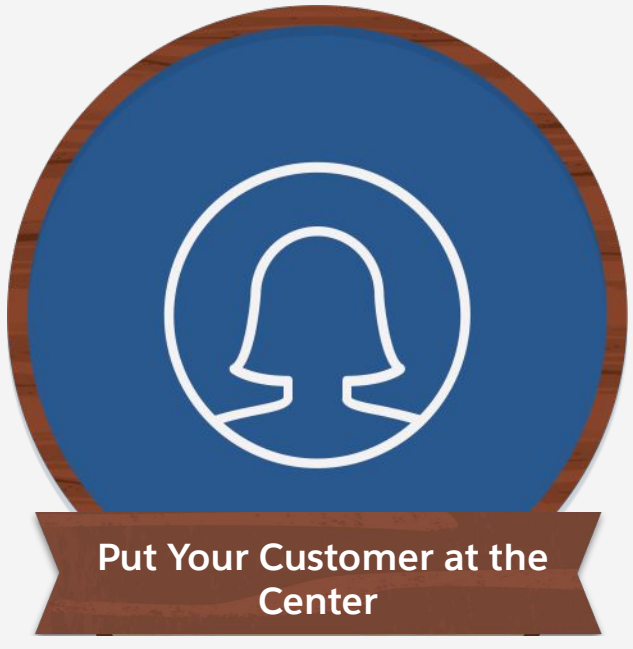
Include everyone

Lead with values

Source: Salesforce Customer Success Success Metrics Study, 2019
Source: Salesforce, October 2019

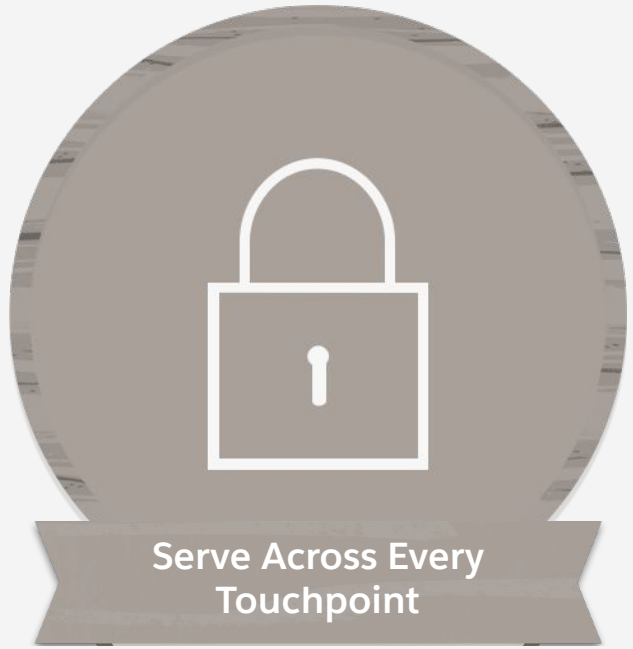
Judy Tang, OpenTable

Keys to Power Human-Centric Service



Personal

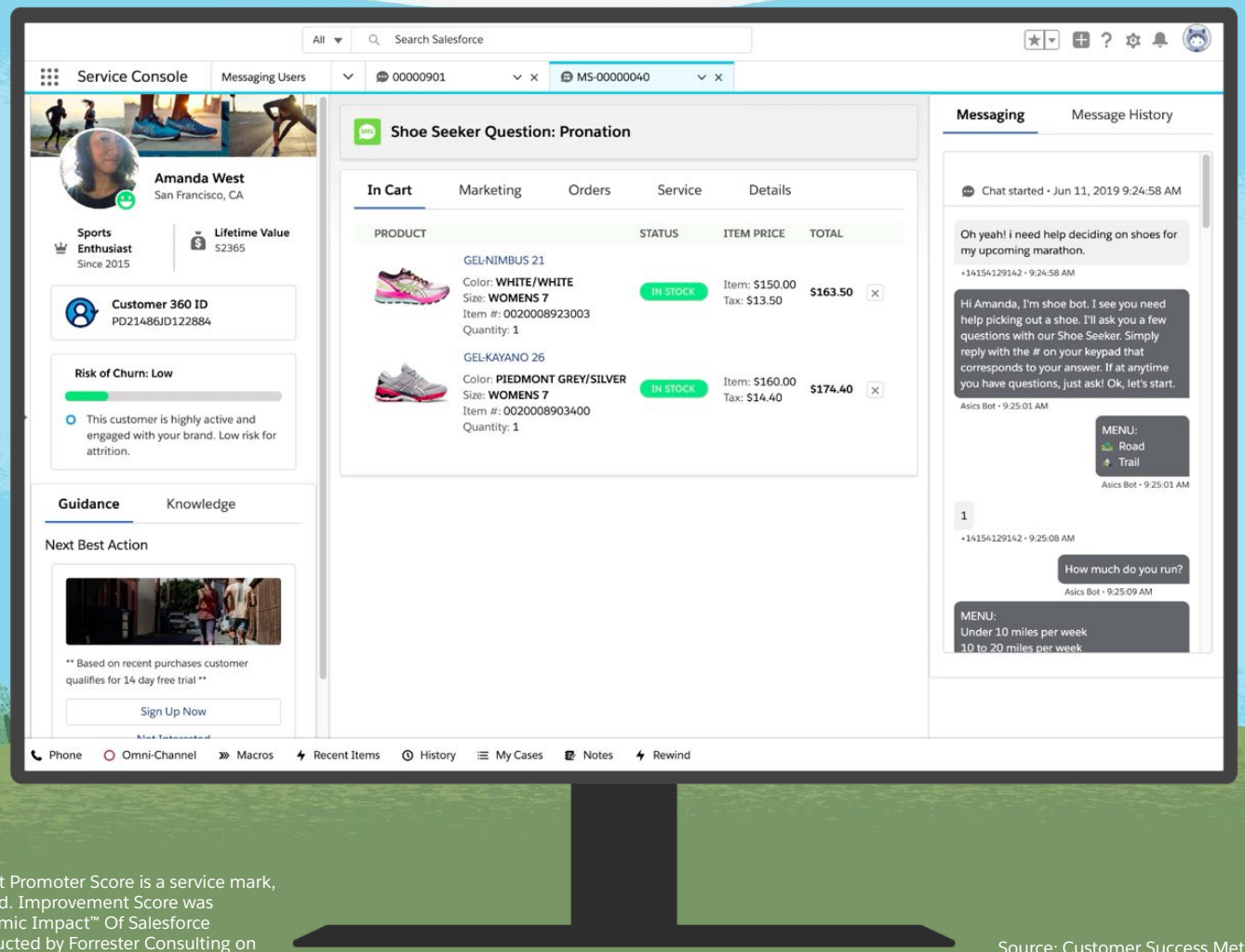
Intelligent



Trusted

Deliver Personal Service Experiences

With a complete view of your customer in Lightning Service Console



NPS* improved 5 points

NEW

MuleSoft Accelerator

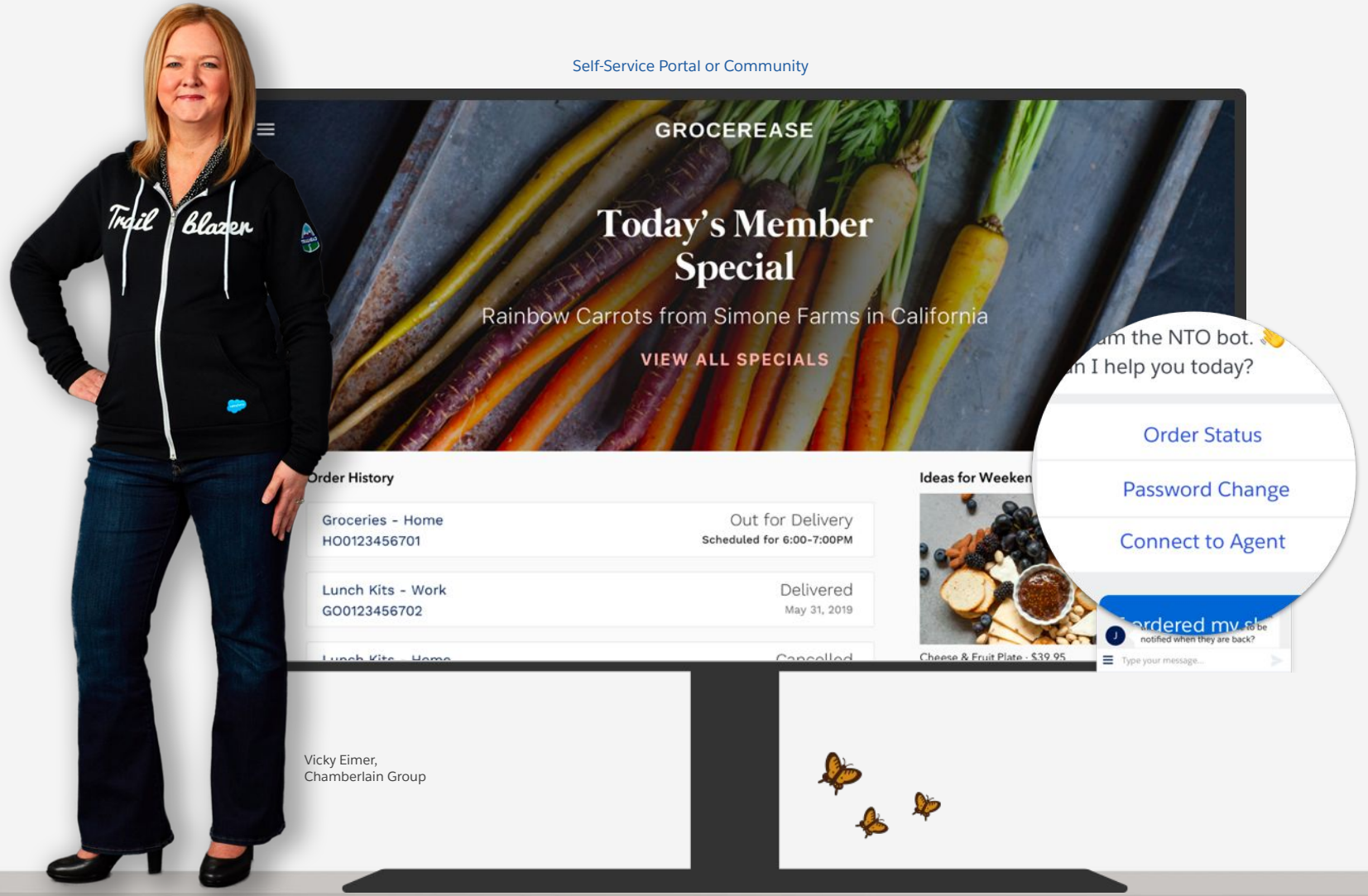
Customer 360 Data Manager

+34% increase in agent productivity

Source: Net Promoter and NPS are registered service marks, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Improvement Score was calculated for a composite organization created for The Total Economic Impact™ Of Salesforce Lightning For Service Cloud, a May 2019 commissioned study conducted by Forrester Consulting on behalf of Salesforce.

Source: Customer Success Metrics Study, 2019

Seamlessly Connect Every Customer's Digital Journey



- √ Connect all customer data
- √ Help customers help themselves
- √ Support across every channel
- √ Enhance with bots

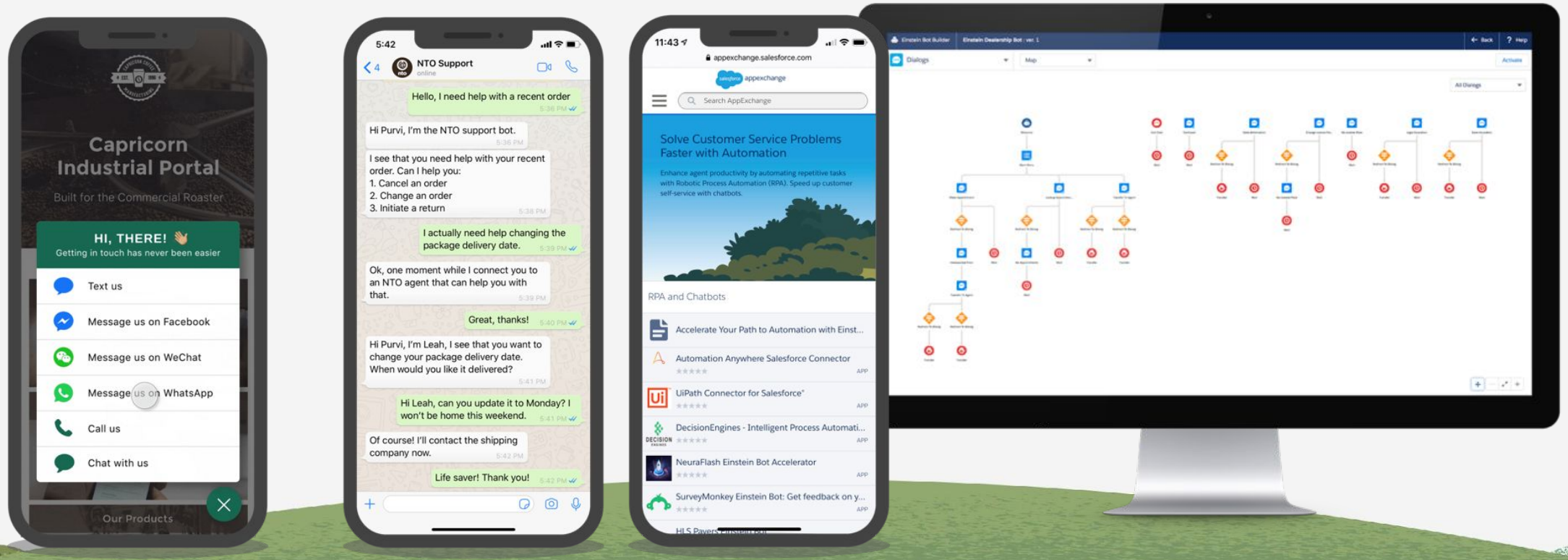
Einstein Bots for Service

New Ways to Connect with Customers

Quickly embed messaging in every digital property

Engage across new messaging apps & Embed bots in new channels

Launch bots faster than ever with clicks not code



Pilot Channel Menu

Pilot WhatsApp

GA AppExchange Packages for Einstein Bots

Pilot Einstein Bots for Facebook Messenger

GA Conversation Mapping, Search & Serve Knowledge

Introducing Service Cloud Voice

GA ‘20

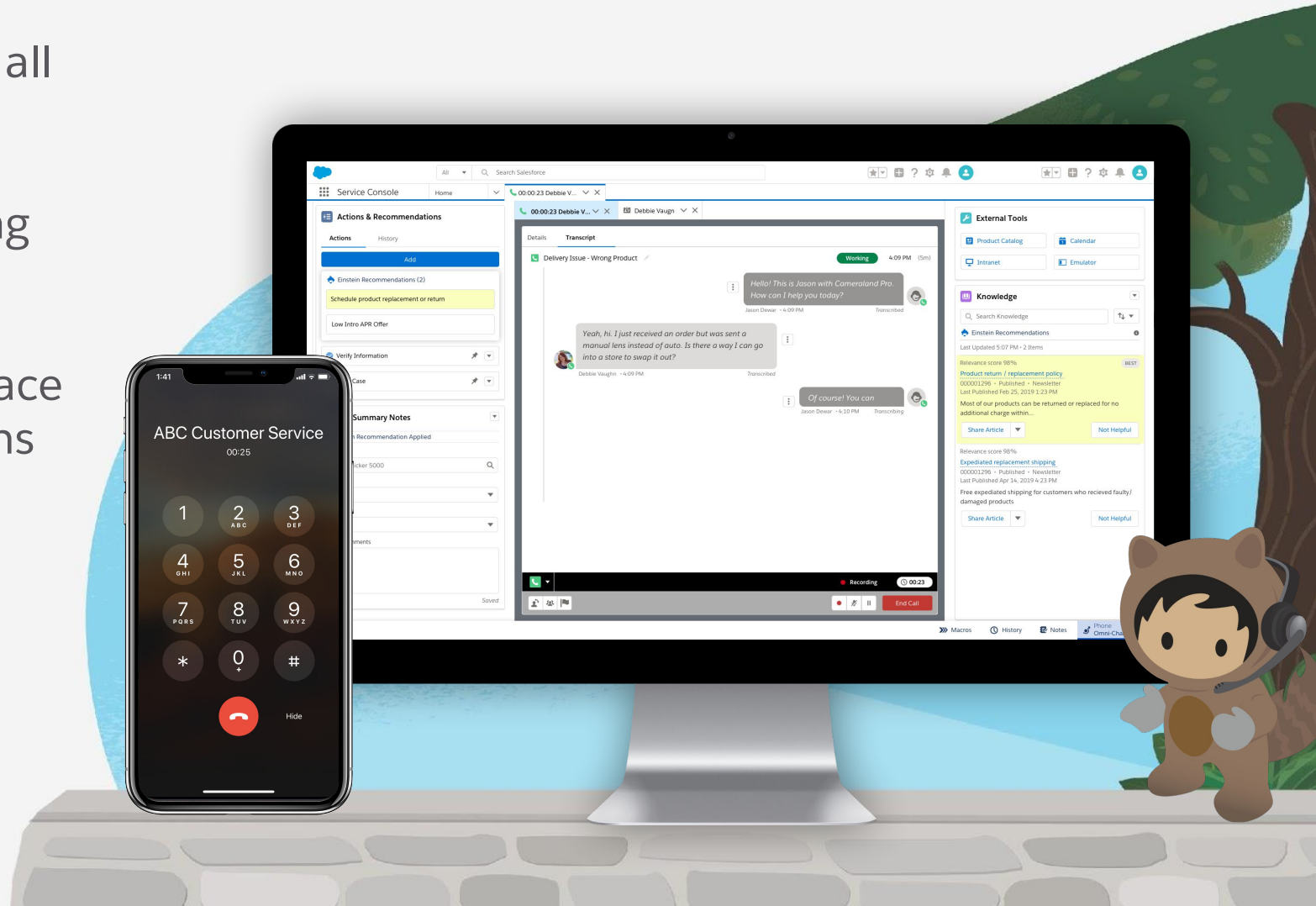
Bringing together telephony, digital conversations and CRM data

Integrate telephony and route calls all on the Service Cloud platform

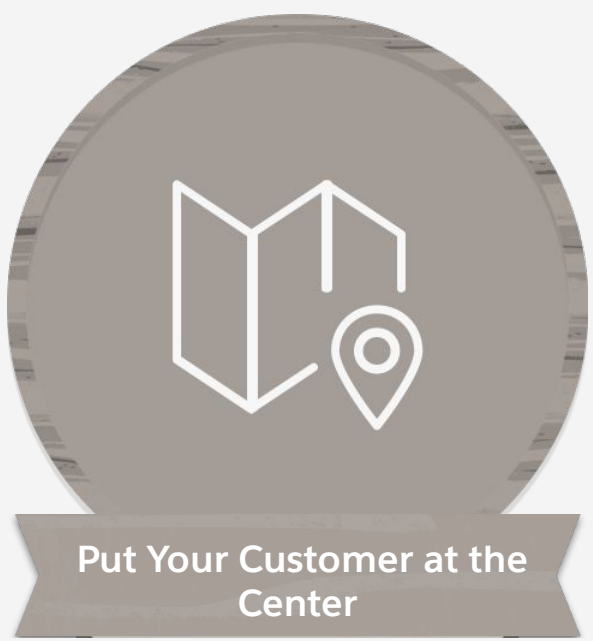
Boost agent productivity by reducing data entry and call wrap-up time

Leverage voice transcription to surface AI-powered agent recommendations

Give supervisors real-time omni-channel visibility in the supervisor console



Keys to Power Human-Centric Service



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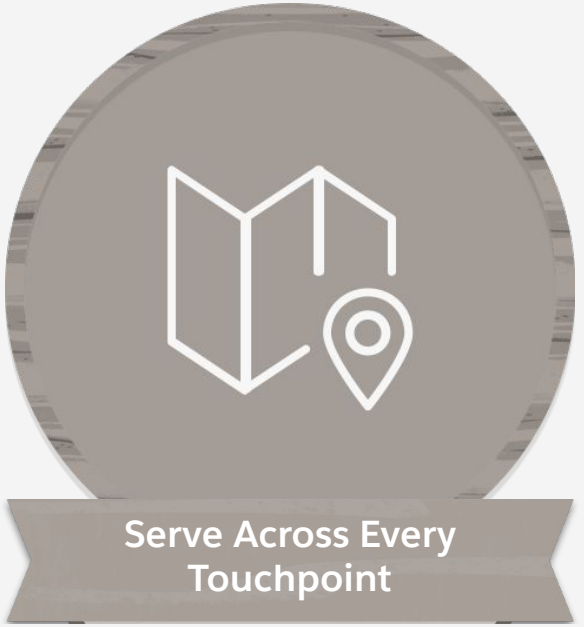
Intelligent



Trusted

Enable Agents to Focus on the Human Side of Service with Automation & Intelligence

Assist

with productivity tools

Augment

with intelligence

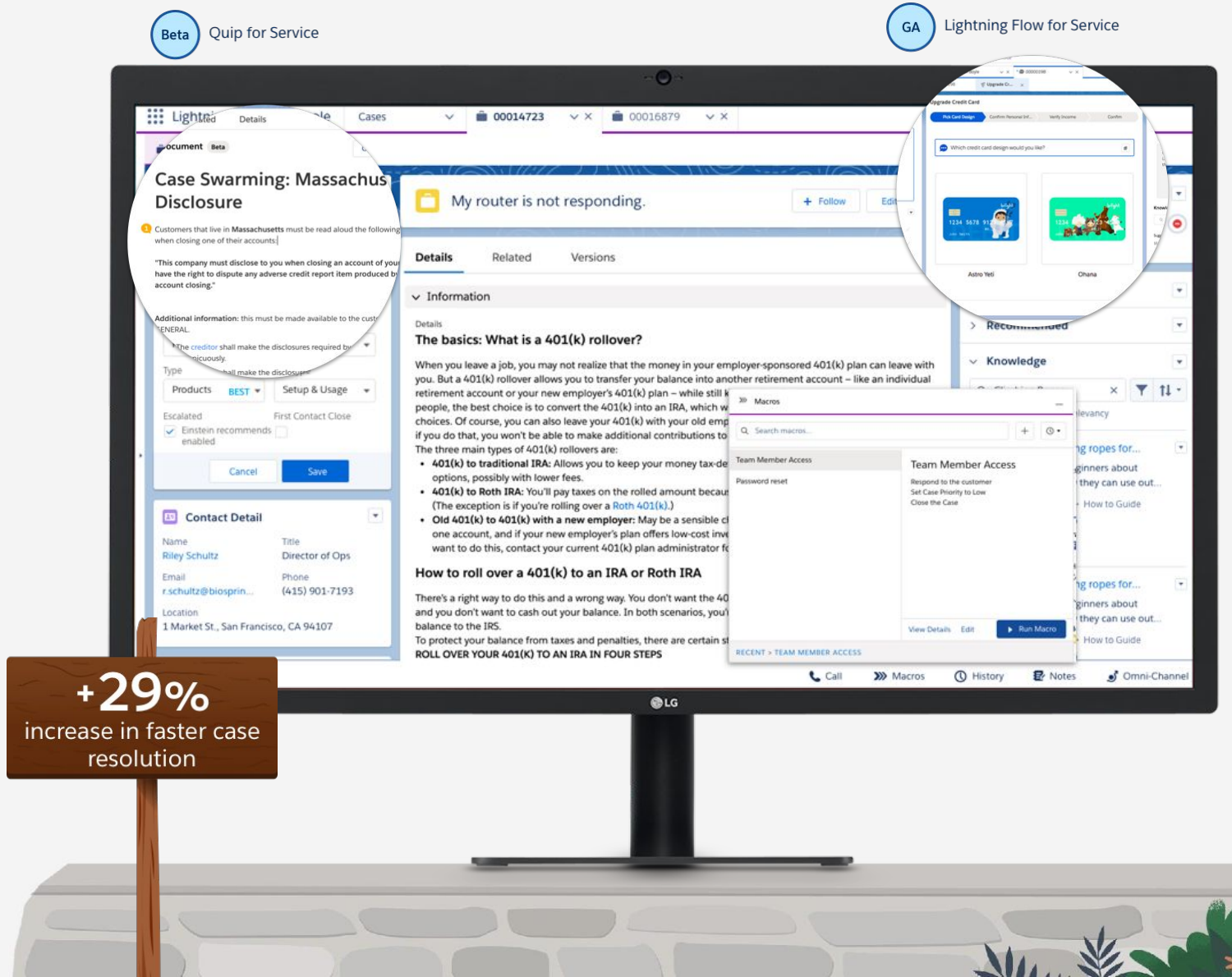
UpSkill

with training

Complexity

Assist With Productivity Tools To Increase Efficiency

- √ Centralize your organization's knowledge
- √ Automate Frequent Actions
- √ Automate business process with consistency & step-by-step guidance
- √ Swarm cases in real time
- √ Collaborate across groups faster



Source: Customer Success Metrics Study, 2018

Augment Agent Work With Intelligence to Scale

Embedded AI that

√ Routes cases

√ Predicts fields

√ Instantly suggests articles

√ Automatically surfaces responses

√ Surface cross-sell and up-sell opportunities

Upskill With Training to Empower Agents

Trailblazers for the Future & myTrailhead

Educate employees & accelerate growth

With 40+ units of Trailhead content for service

Learn modern contact center best practices

At global customer-hosted workshops

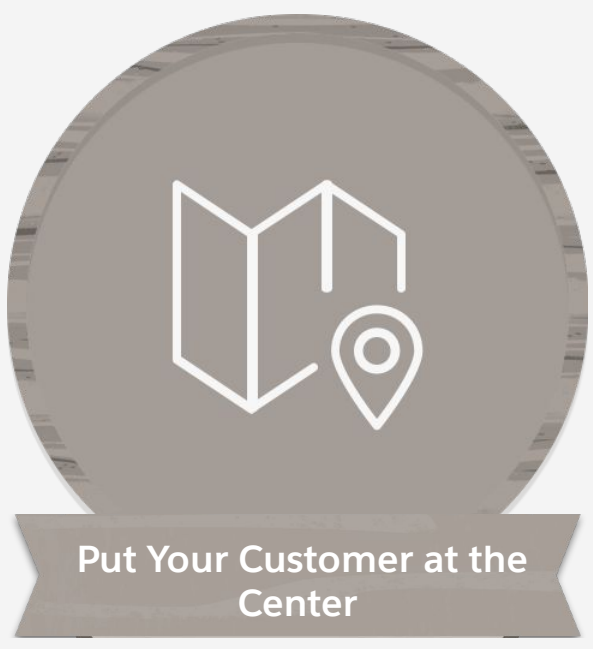
Blaze service trails together

Connect with a community of 30K+ Trailblazers

Source: Salesforce Customer Success Metrics Study, 2019

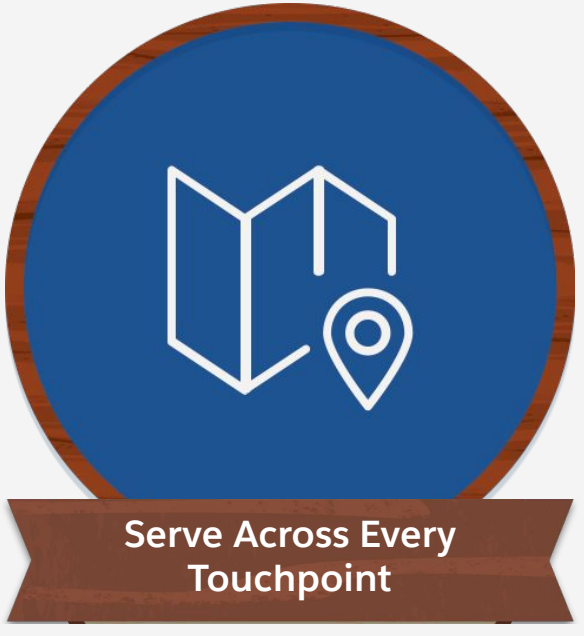
Julie ODonnell
TimeTrade

Keys to Power Human-Centric Service



Personal

Intelligent



Trusted

Ensure Your Front Line Delivers Reliable Service

89% say in-person service is a reflection of a company's brand

Manufacturing

Retail

Financial Services

Professional Services

Healthcare

Source: Salesforce Research, "Third Edition, State of Service", 2018

Deliver Intelligent Field Service Operations

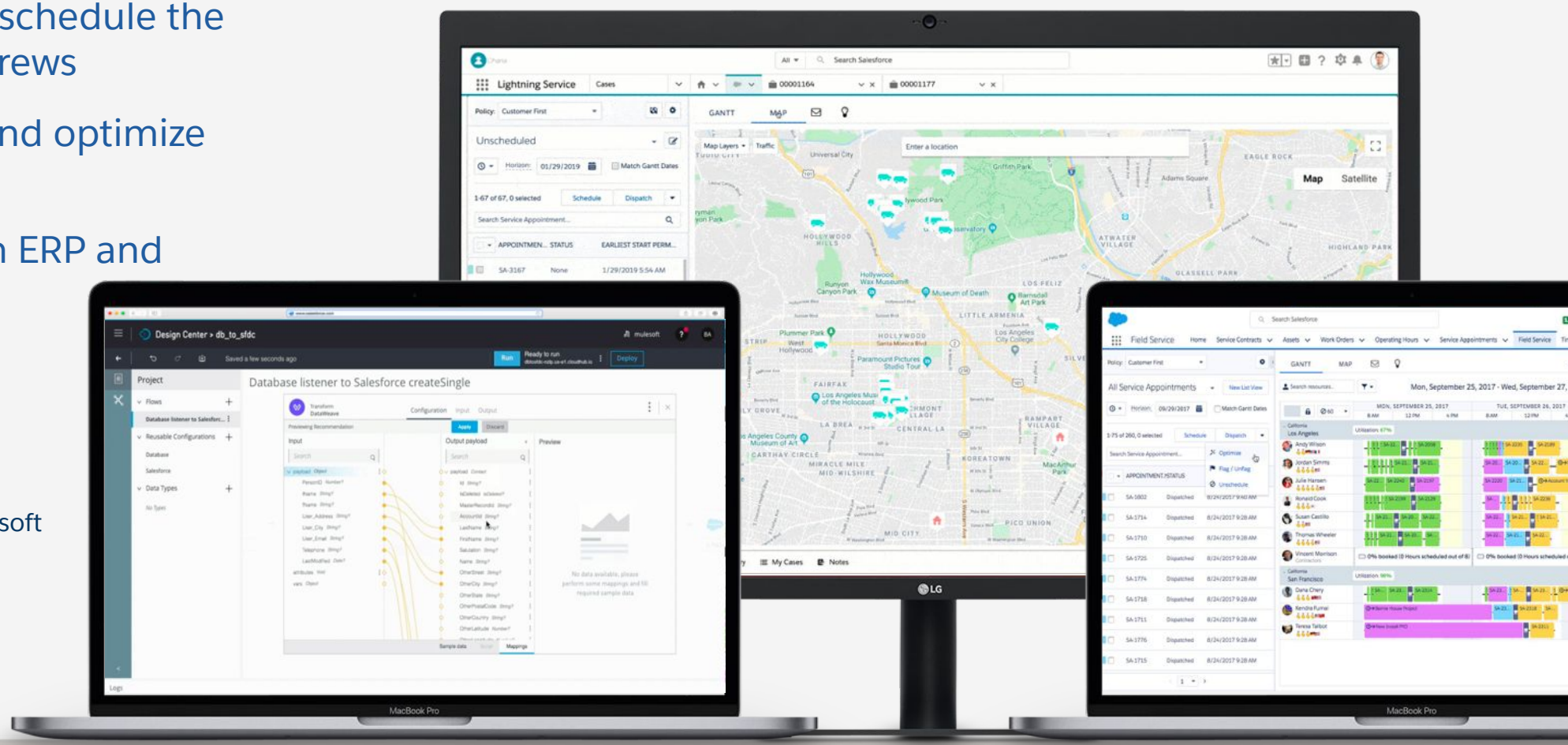
Field Service Lightning for Dispatchers and Agents

Dispatcher Console

√ Use intelligence to schedule the right resources and crews

√ Dynamically view and optimize job schedules

√ Integrate data from ERP and legacy systems



Mulesoft

Empower Mobile Workers to Complete any Job

Field Service Lightning for Mobile Workers and Contractors

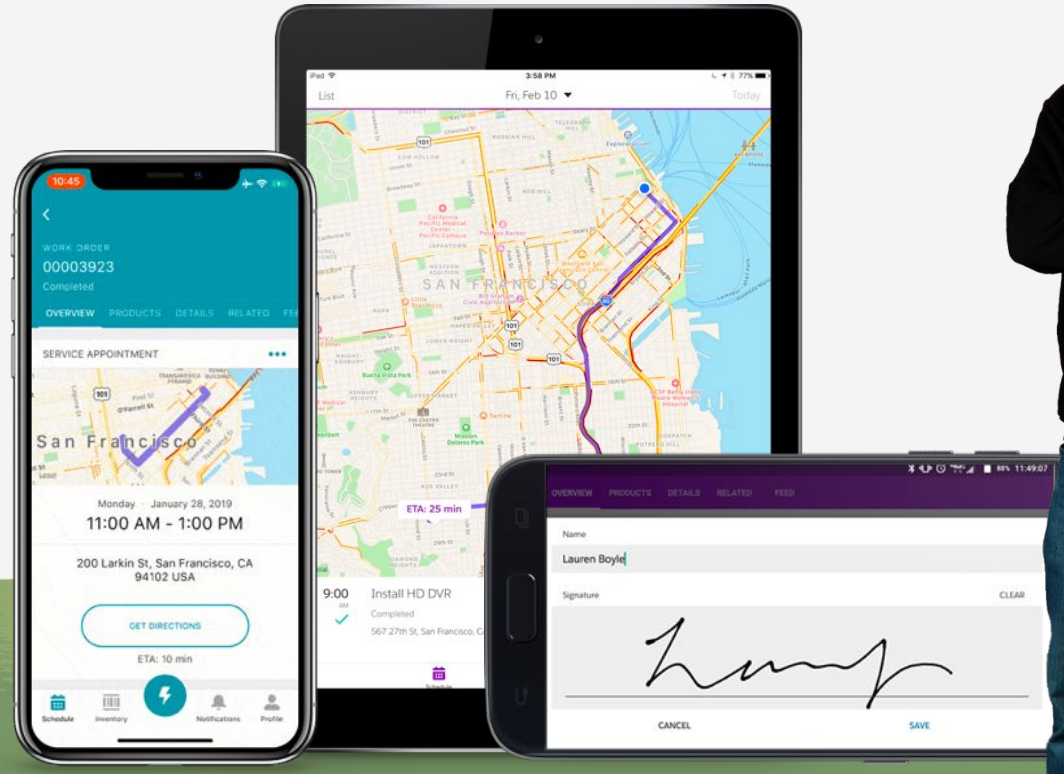
√ Get complete schedule visibility and guidance for any job

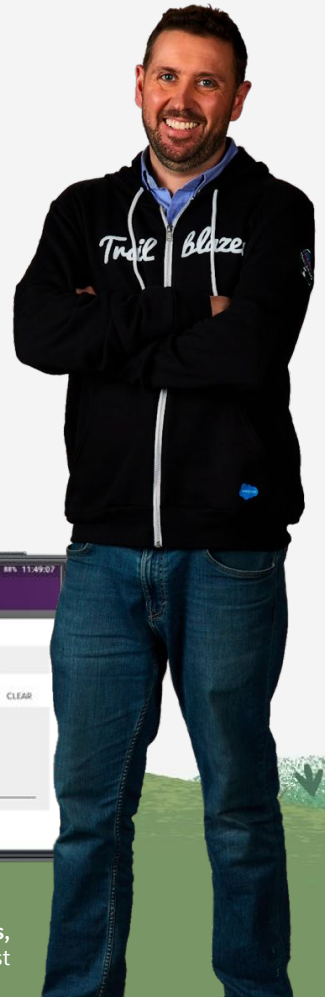
√ Track inventory usage and manage product returns easily

√ Access job insights without network connectivity

√ Manage jobs in the field with tailored capabilities in one mobile app

NEW Mobile Extensibility



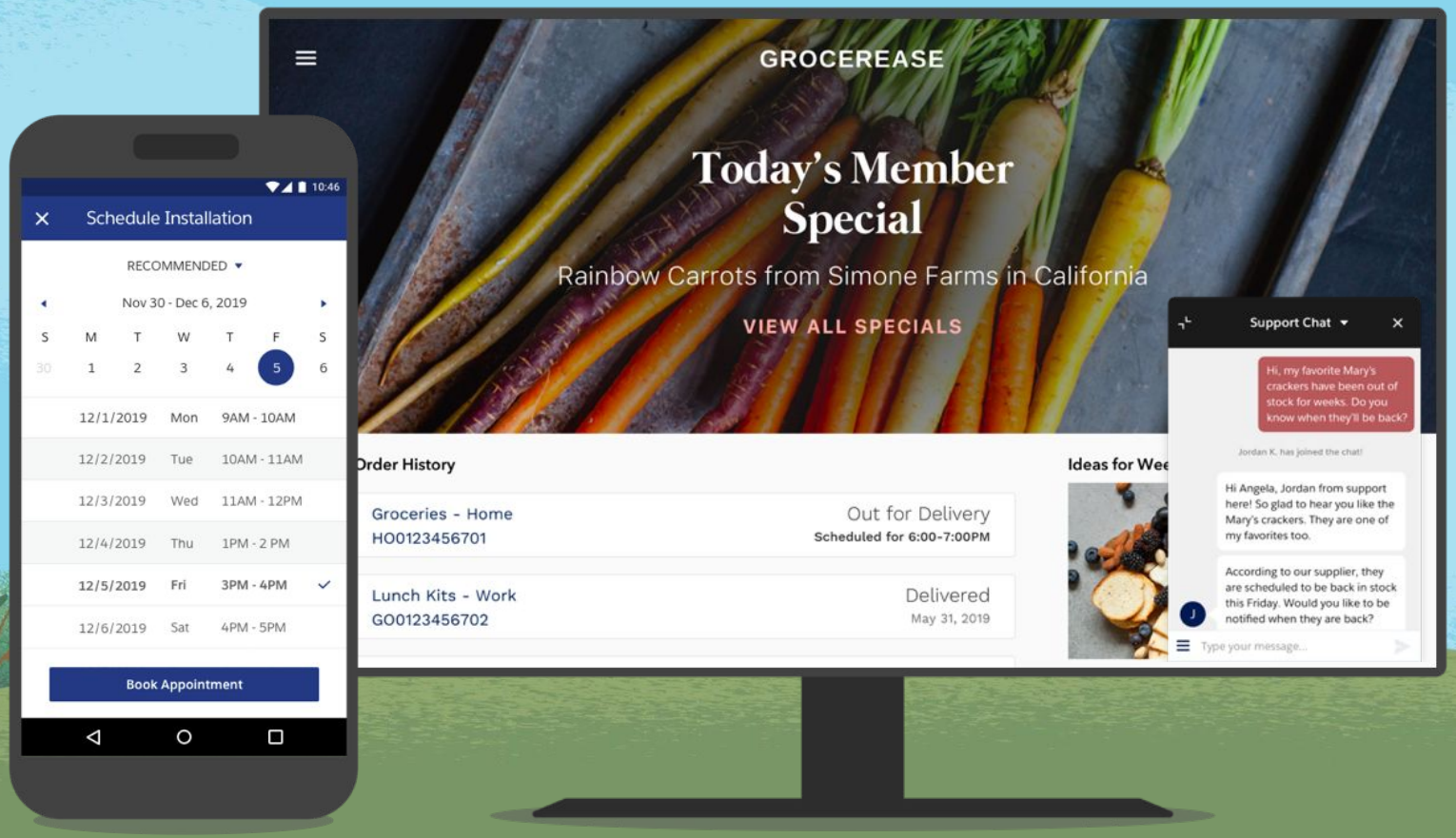


James Burns,
Toast

Eliminate Uncertainty for Customers

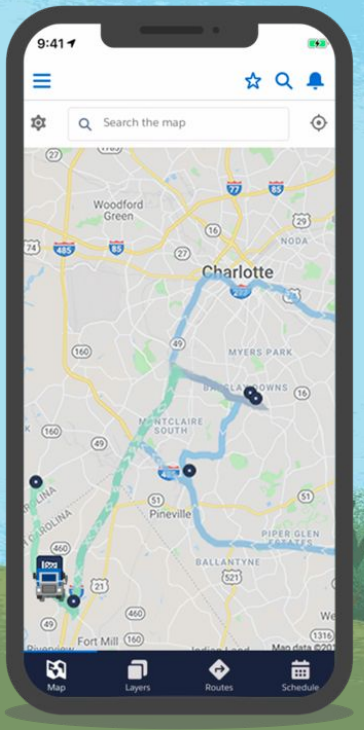
Support customers with great self-service experiences

NEW Einstein Bots for Appointment Scheduling & Salesforce CMS



Give customers complete visibility

NEW Live Locations



Thank you!

feel free to reach out via Social or on the Booth

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thank you
BLAZE YOUR TRAIL
salesforce