



Strategi for skalering af din kundeservice

Hvorfor skalere, hvilke strategier og hvordan?





Mads Chaberski Nauntoffe

Service Specialist Danske Top Accounts



Tusinde Tak





Forward Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: the impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to comply with our debt covenants and lease obligations; and the impact of



About the research



36 countries **6 continents** **5th edition**



Decision Makers

Service vice presidents, directors, and team leaders



Agents

Service agents who interact with customers either remotely or in the field, inclusive of frontline workers



Frontline service workers

Frontline employees who provide in-person or virtual support to customers at their home or business



Service Professionals

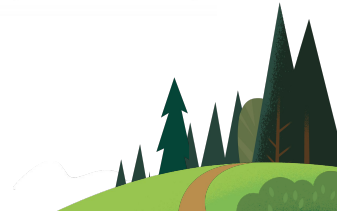
All survey respondents, inclusive of all groups above



About the research



36 countries 6 continents 5th edition

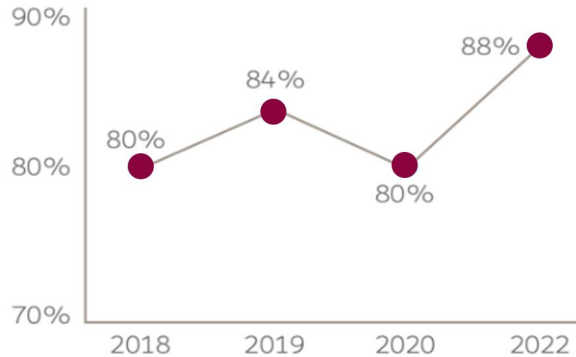


Service Professionals Are Your Frontline Ambassadors

Customers Who Say Experience and Product Are Equally Important

94%

of customers say positive service experiences make them more likely to re-purchase



*Salesforce, State of the Connected Customer, May 2022

As Customer Expectations Soar, the Value of Service Shines



54%

of organizations view customer service as a revenue generator, rather than a business cost.



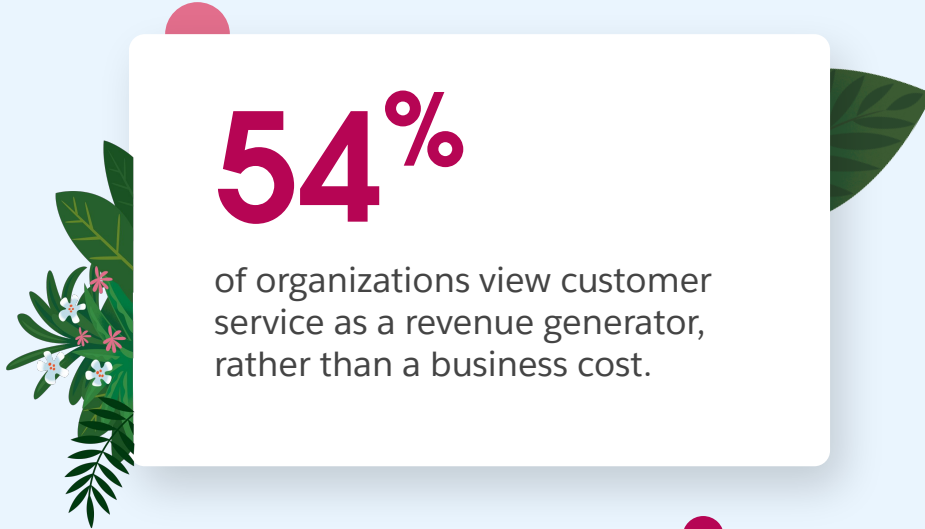
Increase in revenue



Increase in loyalty



Demonstrable ROI



A Better Employee Experience Drives Revenue



Focusing on employee experience can yield revenue growth of 50% or more.*



85%

of decision makers see a direct link between employee and customer experience



It's a New World for Customer Service

Companies struggle to bridge the gap between service teams and today's customer



Service Teams

New Economy

New Budgets

New Experiences

New Technologies



Today's Customer

Customer Expectations are Changing in Real Time



Today's Customer

Forbes

How ChatGPT Will Forever Change Customer Expectations

How ChatGPT Will Forever Change Customer Expectations ... to change the perception of artificial intelligence (AI) in many minds forever.



Efficient Experiences

Forbes

Today's Customer Has A Need For Speed

Baer says, "Customers' expectations for speed and responsiveness ... Fast response impacts your bottom line – Just as customer service and..."



Communication Across Channels

Yahoo Finance

Tripadvisor Takes the Guesswork Out of Personalization

Since using Tripadvisor eight days ago to research tour and activities options in Reykjavik, Iceland, I've literally received 10 unsolicited...



Personalized Interactions

The Washington Post

Gen Z and millennials turn to social media to holiday shop

Swipe and buy: Social media is now a destination for holiday shopping



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Communication Across Channels

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Personalized Interactions

79%
of customers expect companies to understand their unique needs

WP The Washington Post
Gen Z and millennials turn to social media to holiday shop
Swipe and buy: Social media is now a destination for holiday shopping



It's a Challenging Time for Contact Center Leaders



Customer expectations are rising and companies can't keep up

Customer Expectations



Today's Customer

79%

of customers expect companies to understand their unique needs



Your Reality

Disconnected Systems

1061

number of **unique applications** owned by the average company

High Costs

\$15-25

cost of an average call to the contact center

Service Teams Must Do More with Less

Companies need to find ways to bridge the gap between scale & quality

Customer Demand

83%

of customers expect to interact with someone immediately and resolve complex problems through one person




Service Capacity

78%

of agents say it's difficult to balance speed and quality



Today's Customers Prefer Self-Service



81% of customers **attempt self-service** before reaching out to a live representative



All-Digital
Customer

Channel Preferences Depend on Context




84%

of customers prefer
the phone for
complex issues



59%

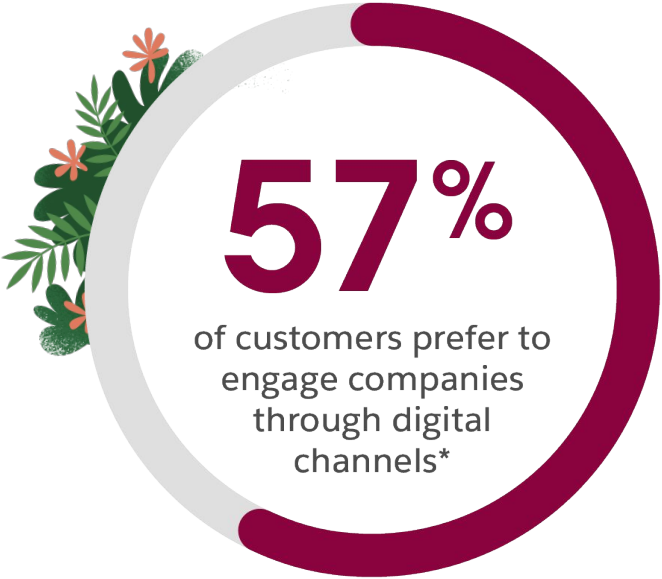


of customers prefer
self-service tools for
simple
questions/issues.*

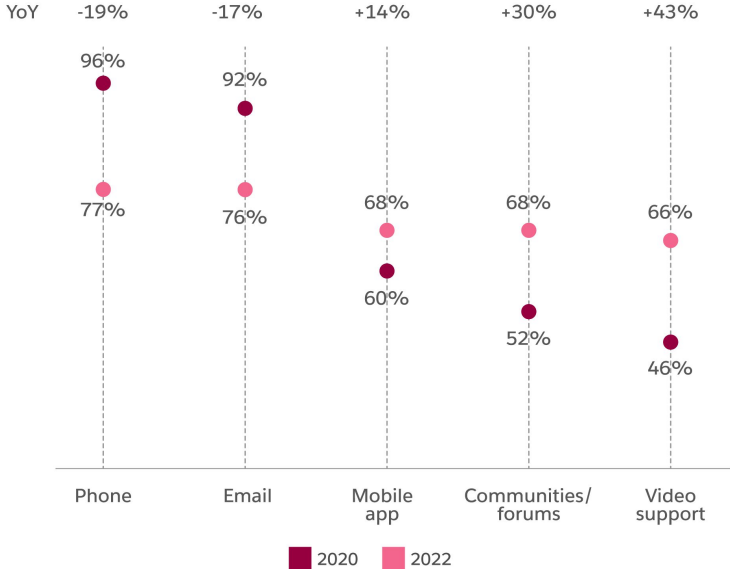
Customers Expect Proactive Omnichannel Support



Digital Channels Scale to Meet Customer Preferences



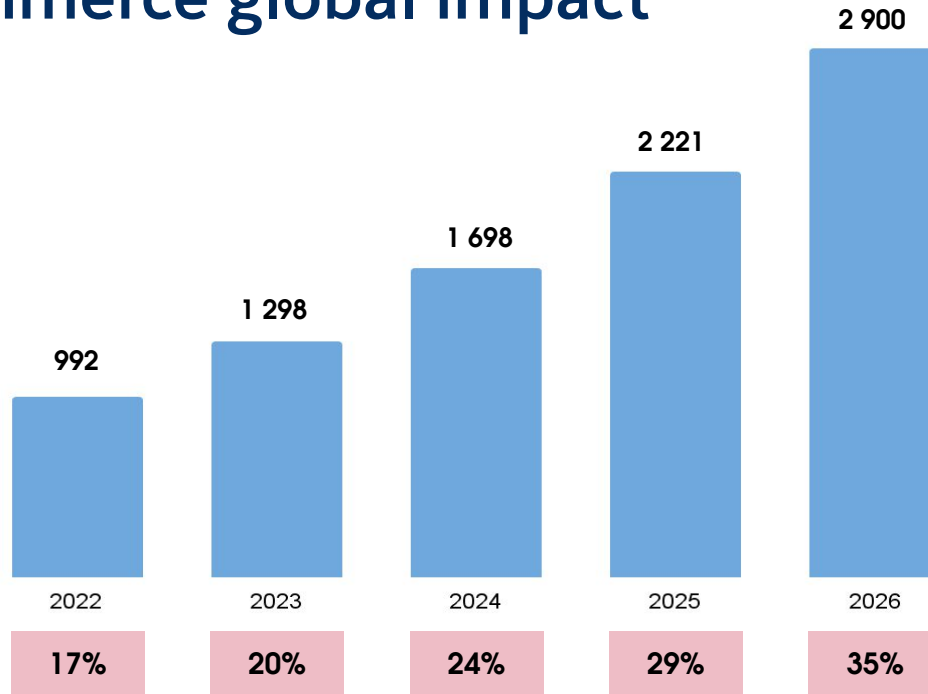
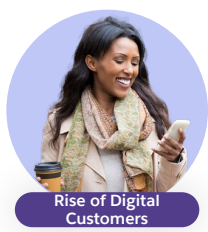
Service Organizations That Use the Following Channels



*Salesforce, State of the Connected Customer, May 2022



Social Commerce global impact



Value of Social Commerce Sales Worldwide and share of global Ecommerce Sales (in Billion , USD - Statista)

Silos Sabotage the Customer Experience



60%

of customers say it generally feels like they're communicating with separate departments*

66%

often have to repeat information to different agents*

Connecting Silos Fosters Streamlined Experiences



To deliver an excellent service experience, agents require information from the entire customer journey.



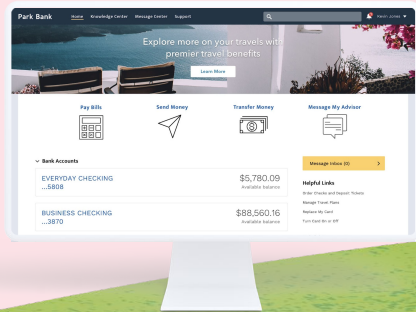
Only **Service Cloud** Brings Digital Service, Contact Centers, and Field Service Onto **One Platform**

No-Touch

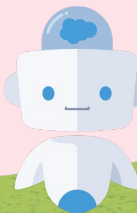
Low-Touch

High-Touch

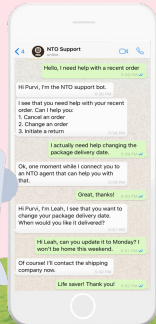
Self-Service



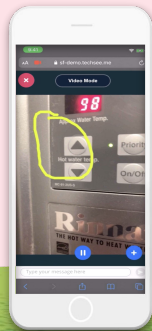
Bots



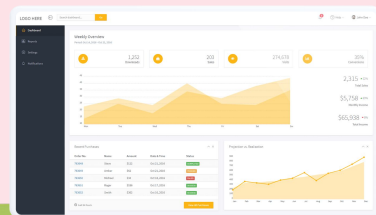
Messaging



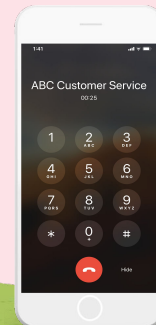
Video



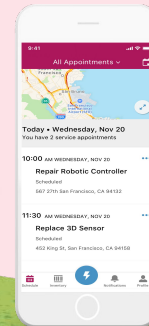
AI, Automation & Collaboration



Voice



Field Service



Data Cloud



Einstein



Flow



Hyperforce



Slack



Tableau



MuleSoft

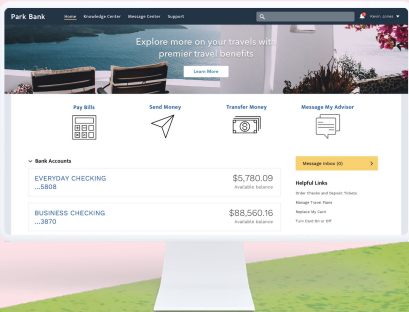
Customer Companies Shift to Scale Service

No-Touch

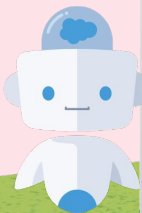
Low-Touch

High-Touch

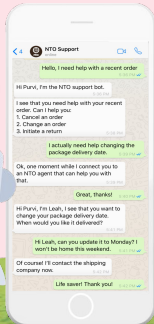
Self-Service



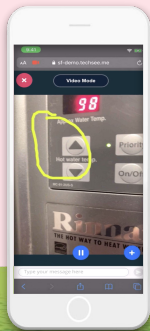
Bots



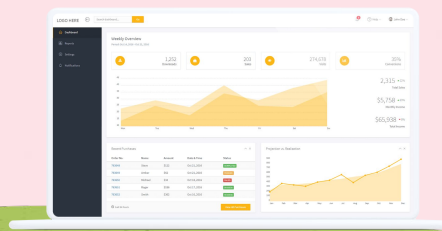
Messaging



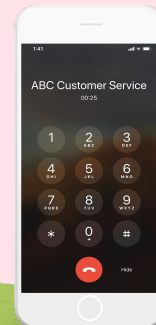
Video



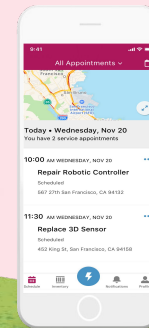
AI, Automation & Collaboration



Voice



Field Service



Data Cloud



Einstein



Flow



Hyperforce



Slack



Tableau



MuleSoft

The Value of **Shifting to Scale** in the Contact Center

No-Touch

Low-Touch

High-Touch

Shift to Deflect

Use Cases

Order Status Account Balance
Password Reset Feedback

Capabilities



Bots



Knowledge



Appt Scheduling

Business Value



Contact Volume



Agent & Customer Satisfaction

The Value of **Shifting to Scale** in the Contact Center

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Contact Volume



Agent & Customer Satisfaction

Shift to a Lower Cost Channel

Use Cases

Troubleshooting Technical Support
Account Questions

Capabilities



Messaging



Video



AI

Business Value



Cost per Contact



Average Handle Time

The Value of **Shifting to Scale** in the Contact Center

No-Touch

Shift to Deflect



Use Cases

Order Status Account Balance
Password Reset Feedback

Capabilities

 Bots  Knowledge  Appt Scheduling

Business Value

 Contact Volume
 Agent & Customer Satisfaction

Low-Touch

Shift to a Lower Cost Channel



Use Cases

Troubleshooting Technical Support
Account Questions

Capabilities

 Messaging  Video  AI

Business Value

 Cost per Contact
 Average Handle Time

High-Touch

Shift to Increase Value



Use Cases

Cancel Account
Order Issues

Capabilities

 Voice  Offers  Personalization

Business Value

 Revenue per Call
 Customer NPS

Contact Centers Must Evolve

salesforce

Legacy Contact Center

Disconnected Channels

Inefficient and redundant customer experiences



Long Wait Times

Long queues on expensive channels



Disparate Data

Agents swiveling between multiple systems



Your Company

Contact Centers Must Evolve



Legacy Contact Center

Disconnected Channels

Inefficient and redundant customer experiences



Long Wait Times

Long queues on expensive channels



Disparate Data

Agents swiveling between multiple systems



Modern Customer Center

Connected Experiences

Consistent, connected service across all channels



Fast Resolution

Scale support with low cost self-service and automation



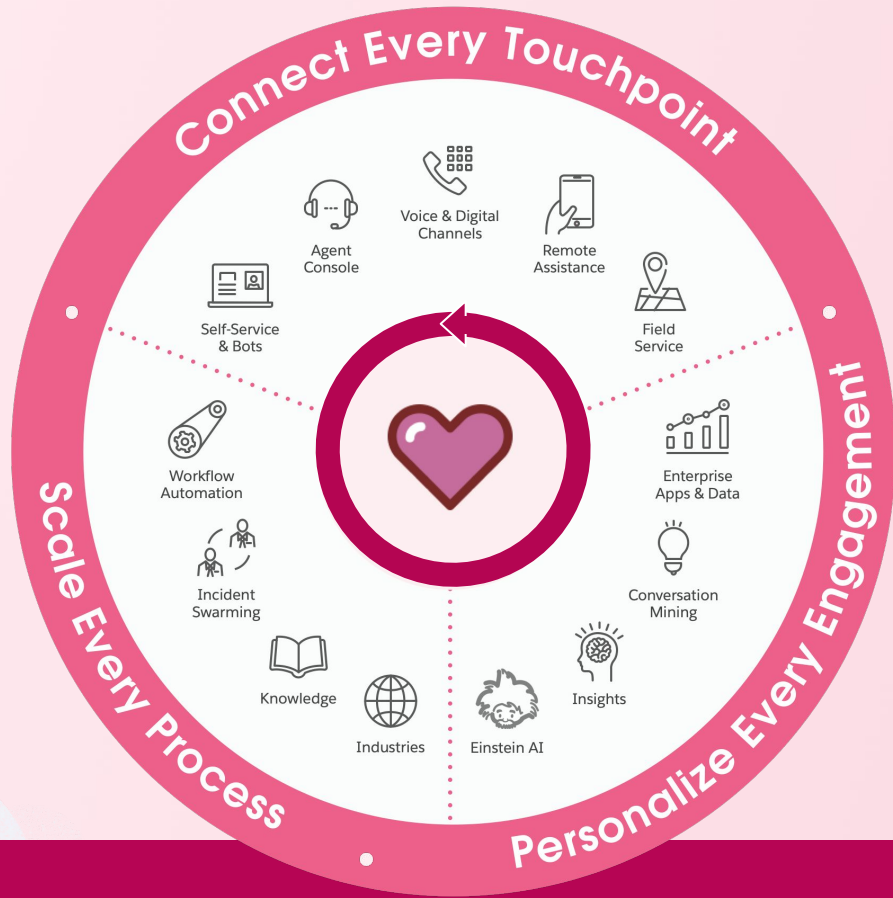
360 Customer View

Everything agents need in one place to personalize conversations



The all-new

Service Cloud



Customer Service

Self-Service

Contact Center

Field Service

Connection and Empowerment Drive Performance

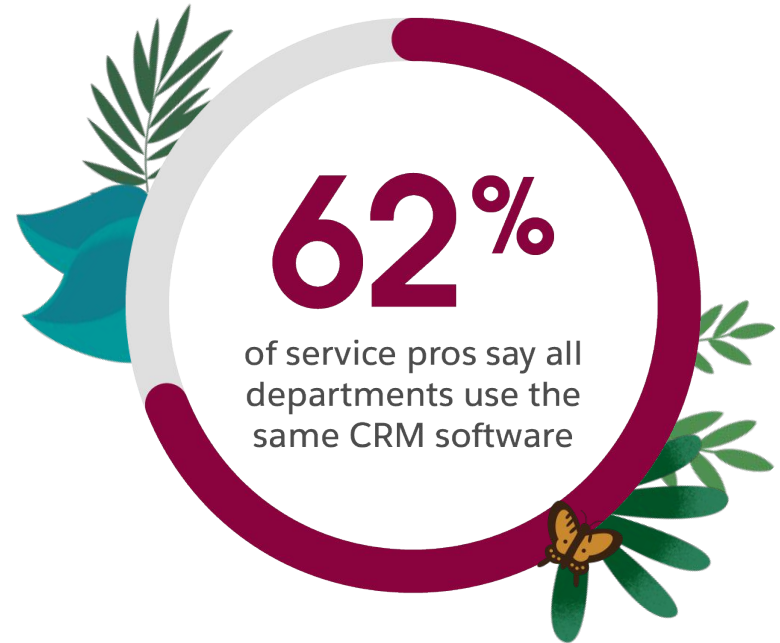


Agents Who Agree With the Following

“I always have a complete understanding of customer needs”



“I feel empowered to treat customers with empathy”





L'ORÉAL
GROUPE



L'Oréal Becomes a Beauty Tech Company with Data, AI, and Ultra-Personalization

Connects 200+ sites on a single, scalable platform and activates more than 100 million contacts

Boosts agent efficiency and satisfaction with AI-powered chatbots and automated email routing

Delivers personalized experiences from anywhere with virtual consultations, tailored marketing journeys, and intelligent product recommendations

Perfects retail execution with increased visit productivity

336% Increase in virtual try-on usage

Double-digit Increase in avg order volume

70% Increase in agent satisfaction



Sales



Service



Marketing



Commerce



Consumer Goods



Partners



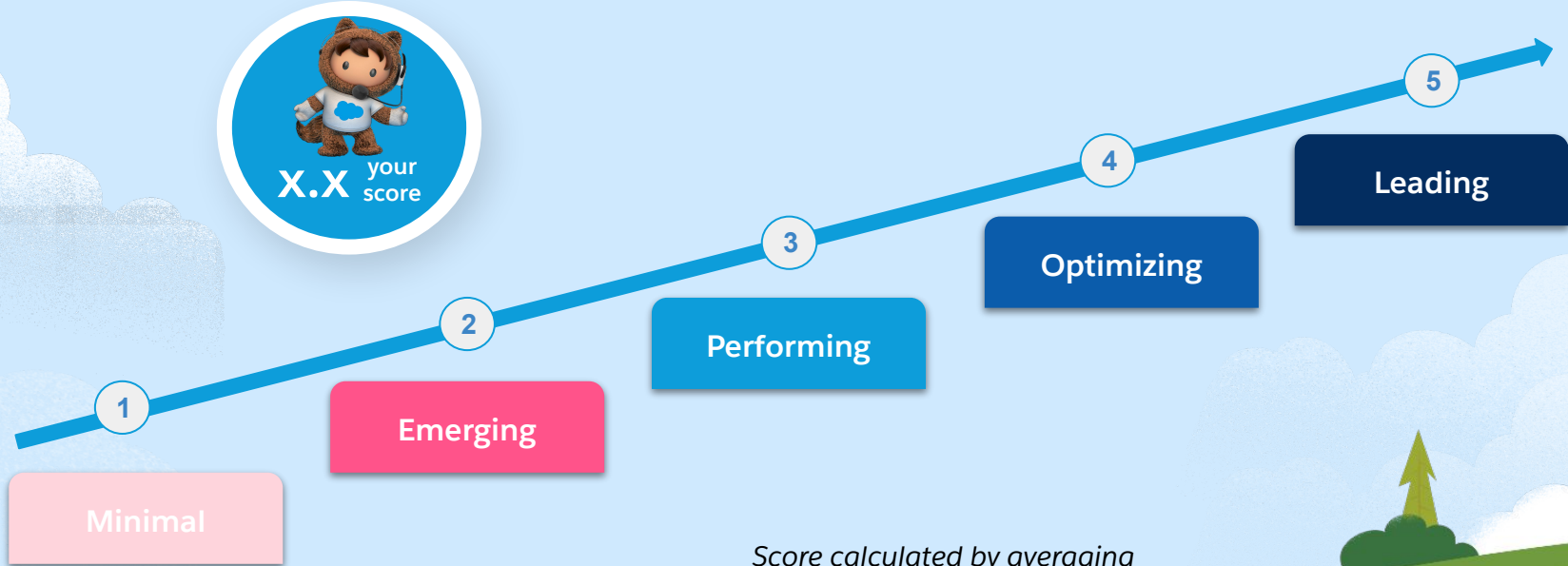
Success



Tableau

Service CX Capability Maturity Model

Where are you in your Journey?

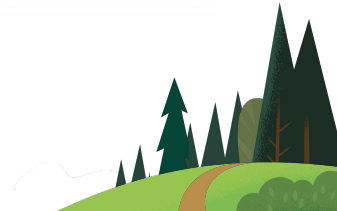


Score calculated by averaging the "Top 30" best practice scores.

About the research



36 countries 6 continents 5th edition





Thank You